

Don't
Sell Stuff,
Satisfy
Customer
Needs!

What would
our customer
say?

If the answer isn't
Wow, try again.

Ask not how
to make your
customers
loyal to you,
but how you
can be loyal to
your customers!

A Customer

A Customer is the most important visitor on our premises.

**They are not dependent on us.
We are dependent on them.**

**They are not an interruption on our work.
They are the purpose of it.**

**They are not outsiders on our business.
They are part of it.**

**We are not doing them a favour by
serving them.**

**They are doing us a favor by giving us
the opportunity to do so.**

Mahatma Gandhi

The Head Heart Foot Checklist[®]

Ensure everything we do satisfies our customer from head to foot!

Head	Did we offer real benefits?
Heart	Did we show sincere care?
Foot	Did we help the customer make a decision?