

Caring for the customer `1

We offer good products -at fair prices

Have good capacity

There is great need

All four are necessary

For reviewing high sale

Have we got a high enough sale?

Good enough realisation

Is there a potential

Sales, good rising sales does not happen, we have to make it happen.

Even in the hotel business, in the book trade business

One way to make it happen is to demonstrate in a likely transaction that we can care for the customer.

The tragic tendency in a big company

is to take 'sales' for granted.

And imagining, 'making a needed product', is enough.

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## Caring for the Customer 2

Are you making me, the customer, be wanted ?

Are you understanding my special needs?

Are you making time me feel that I am happy doing business with you ?

You are not my uncle

If someone else cares for me, I will go to him

Every one in the company has a common goal

That is to keep the customer happy, every one of us.

The customer brings the money ,

The oxygen.