

Our Customer Is . . .

- ❑ Our customer is . . . the most important person in our business. Without customers, there would be no need for us.

- ❑ Our customer is . . . not a cold program statistic, but a flesh and blood human being with feelings and emotions like our own.

- ❑ Our customer is . . . not someone to be tolerated so that we can do our thing — they ARE our thing!

- ❑ Our customer is . . . not dependent on us, rather, we are dependent on them.

- ❑ Our customer is . . . not an interruption of our work, but the PURPOSE of it. We are not doing them a favor by serving them. They are doing us a favor by giving us an opportunity to do so.