

## ADVICE BY MAHATMA GANDHI

'A Customer is not an interruption to our work - he or she is the purpose of it. We are not doing them a favour by serving them - they are doing us a favour by giving us the opportunity to do it.'

'A Customer is not an outsider to our business - he or she is part of it.'

'A Customer is not a cold statistic - he or she is a flesh and blood human being with feelings, emotions, likes and dislikes.'

'A Customer is not someone to argue or match wits with - nobody ever won an argument with a customer.'

'A Customer is a person who brings us their wants. It is our job to handle them - to the profit and pleasure of both.'