

Make a customer, not a sale.

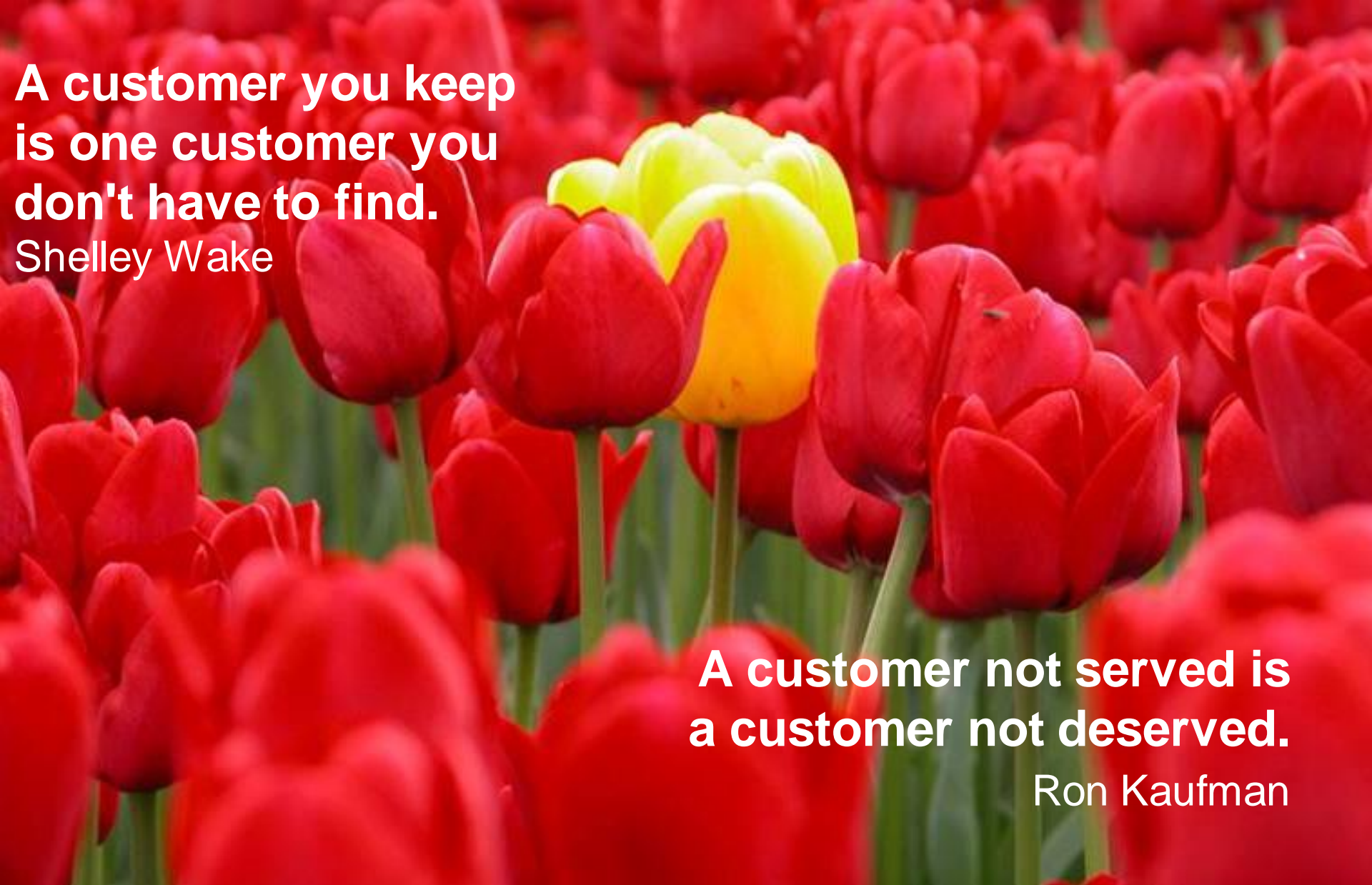
Katherine Barchetti



RON KAUFMAN

SERVE • CARE • LOVE

Up the Loyalty Ladder



**A customer you keep
is one customer you
don't have to find.**
Shelley Wake

**A customer not served is
a customer not deserved.**
Ron Kaufman



**Price is what you pay.
Value is what you get.**

Warren Buffett

**Customers will forget
the price they paid.
But they will always
remember the value.**

Ron Kaufman

An elephant is shown in profile, using its trunk to hold a paintbrush and apply blue paint to a canvas on an easel. The canvas features a pattern of blue footprints. The background is a blurred natural setting with green grass and trees.

Everything can be improved.
C. W. Barron

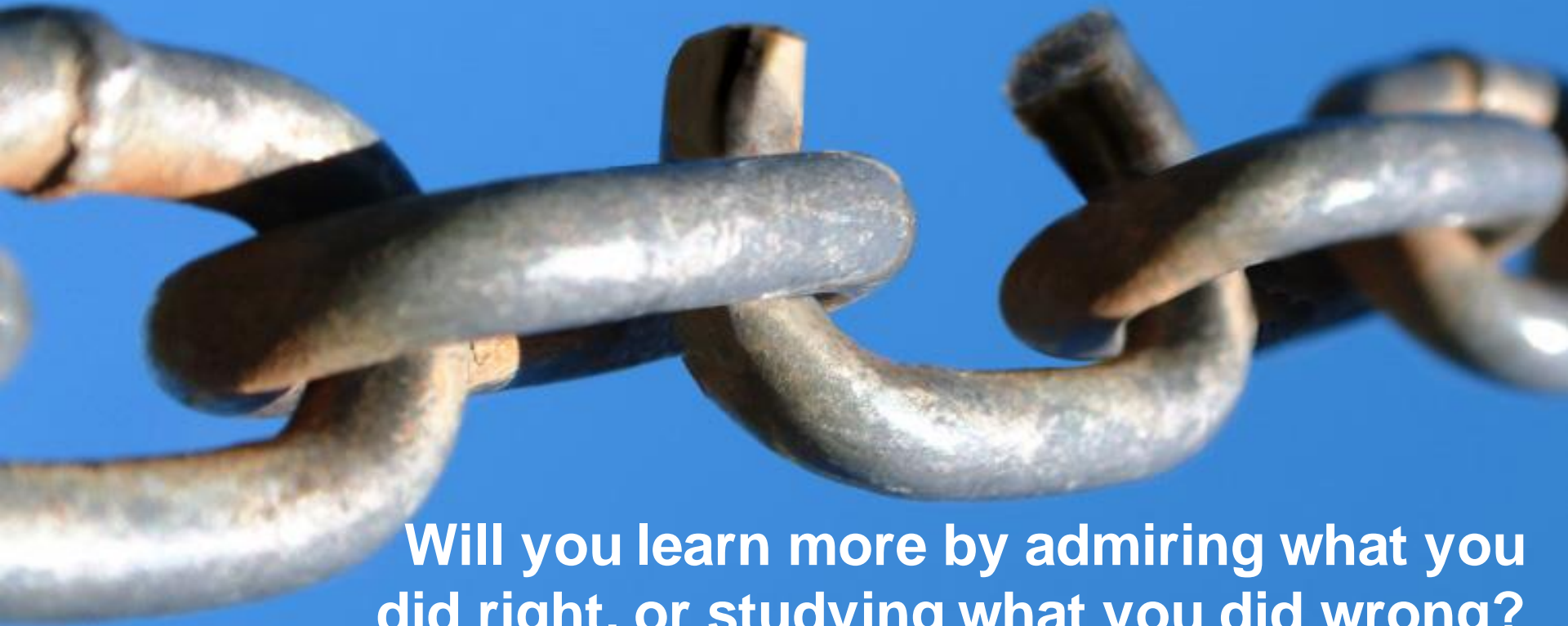
And your customers expect it!
Ron Kaufman

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**Customer complaints are the
schoolbooks from which we learn.**

Lou Gerstner



**Will you learn more by admiring what you
did right, or studying what you did wrong?**

Ron Kaufman


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**The purpose of a business is to
create and keep customers.**

Theodore Levitt

A person wearing a red shirt and a hat is herding a large flock of white geese in a grassy field. The geese are gathered in a line, and the person is standing to the right, facing them. The background shows a line of trees under a cloudy sky.

**First you earn new customers,
then you must learn to keep them.**

Ron Kaufman

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If e-mail had been in use before the telephone was invented, people would have said, 'Forget e-mail. With this new telephone I can actually talk to people!'

Thomas Friedman



Don't let high-speed replace high touch. Customers appreciate both.

Ron Kaufman



**Always do more than required.
Your customers will benefit.
You will, too.**
Carole Harris

**Meeting expectations is good.
Exceeding expectations is better.**
Ron Kaufman



After-sales service is more important than assistance before sales. It is through such service that one earns permanent customers.

Konosuke Matsushita

It's what you do after deal number one that brings you deal number two.

Ron Kaufman

Rule #1: The customer is always right.


Rule #2: If the customer is wrong, see Rule #1.

Stew Leonard

**Rule #3: If you can't
remember the rules,
ask your customers.
They will remind you.**

Ron Kaufman





**People don't buy because they understand.
They buy because they feel understood.**

Tan Suee Chieh

Step 1: Understand your customers.

Step 2: Make sure they know it.

Ron Kaufman

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**When the alarm
bell rings, you'd
better realize the
customer expects
more than he did
the day before.
You'd better find
ways to be better.**
Gary Tooker



**Don't wait for
the alarm to
ring. Step up!**
Ron Kaufman