



## ARTICLE 001

# WHAT IS A CUSTOMER FOR LIFE?

**H**ere are some of the traits that customers for life have. Do your customers fall into this group?

- A customer who knows who you are.
- A customer who knows that you know who they are.
- A customer who tells others about you.
- A customer that likes doing business with you and tells others.
- A customer who forgives you if you make a mistake.
- A customer who knows you would never lie to them.
- A customer that knows you appreciate their business.
- A customer who would be upset if he had to take his business some place else.
- A customer who knows he can call you anytime, day or night.

CUSTOMERS FOR LIFE = PROFIT