



## ARTICLE 002

# THE FIVE STEPS TO CUSTOMERS FOR LIFE

1. Doing what the customer normally needs.
2. Doing what the customer normally wants.
3. Doing something extra out of the norm.
4. Doing something no one else does
5. Going beyond what anyone would expect
6. Going one more step – this makes you stand out and creates customers for life. When pushed, we might all go the first 5 steps, but the sixth one creates customers for life.

CUSTOMERS FOR LIFE = PROFIT