

THE IN-HOUSE TRAINING COMPANY

Thought for the day – 13

'The customer isn't always right'

Just to set the record straight, the customer is not always right. But the customer doesn't have to be right. Right or wrong isn't the issue. The issue is: the customer is always the customer and without her or him, you may as well not bother coming to work in the morning.

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This thought has been taken from Graham's book 'Companies don't succeed, people do!' Graham delivers outstanding sales training – click [here](#) for details of some of his programmes.

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