

# THE IN-HOUSE TRAINING COMPANY

## *Thought for the day – 7*

### **‘Customer satisfaction is everybody’s job’**

The primary function of every business and of every person within every business is to get and keep customers.

Everything else is mere detail.

The job is not to make money and it is not to manufacture widgets. It is to get and keep customers. Once this is understood and acted upon, the widgets improve and you make the money anyway.

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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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