

8 / 16 Rule

I heard it once said,

*“If you do a good job people will go tell 8 people,
but if you do a bad job
they’ll go warn 16.”*

I have no idea if these figures can be substantiated, but I do know that doing a good job is your best, cheapest and most effective form of advertising. Who better to do business with than people who:

- ▣ Do more than expected.
- ▣ Always seem to go above and beyond what is necessary.
- ▣ Were genuinely concerned about us.
- ▣ Follow up after, to make sure everything is “still” fine.
- ▣ Return our calls promptly regardless of circumstances.

Your greatest form of advertising is the job you do everyday.

*Actions speak louder than words.
Service speaks louder than advertising.
Caring gets me telling others about you
and not caring gets me warning others about you.*

EVERY KEY MUST WORK

Xvxn though my typxwritxr is an old modxl it doxs work quitx wxll xxcxpt for onx of thx kxys. I wishxd many timxs that it workxd prfxctly. It is trux that thxrx arx fortyonx kxys that function wxll xnough, but just onx kxy not working makxs thx diffxrxncx. The same is trux for your company; it just takxs one pxrson to hurt the xffxctivnxss of your xntirx organization. You may say to yoursxlf, "Wxll, it is only onx pxrson. Onx pxrson can't makx or brakx a program!" But it doxs makx a diffxrxncx bxcaxs ANY program to bx xffxctivx nxxds thx activx participation of xvxy mxmbxr. So thx nxxt timx you start thinking about just how xffixntly your company is running, rxmxmbxr my typxwritxr and say to yoursxlf,

***"Xvxy pxrson is a kxy mxmbxr of my organization,
and thxy arx nxxdxv vxry much."***

Author Unknown

You might want to let them know just how NEEDED you think they are.

The reputation of any company can be affected
by just ONE person.

