

## LETTER FROM THE NICE CUSTOMER

I am a nice customer. You all know me. I'm the one who never complains, no matter what kind of service I get.

I'll go into a Bank and wait quietly while the tellers or customer service officers gossip and never bother to ask if anyone has attended to me. Sometimes someone that came after I did gets attended to before me, but I don't complain, I just wait.

And when I go to a store to buy something, I don't throw my weight around. I try to be thoughtful of the other person. If a snooty sales lady gets upset because I want to look at several things before making up my mind, I'm just as polite as can be. I don't believe rudeness in return is the answer.

The other day I went to an eatery and waited for almost five minutes before anyone came to take my orders. And when she came, no apology was made for keeping me waiting, my meal was served cold and serviette was not available. But did I complain about the service? Of course not!

I never kick. I never nag. I never criticize. And I wouldn't dream of making a scene, as I've seen some people do in public places. I think that's uncalled for. No, I'm the *nice customer*. And I'll tell you who else I am.

*I'm the customer who never comes back!*

When I get pushed too far, I just take my business down the street to places where they're smart enough to hire and train people who appreciate nice customers. And the world is filled with nice customers, just like me, who can put anyone out of business.

I laugh when I see you frantically spending your money on expensive advertising to get me back, when you could have kept me with a few kind words, a smile, and some good service.

I don't care what business you are in. maybe you live in a different city; maybe I've never heard of you. But if sales is going down, your people are finding it difficult to meet their sales target or your competitor is getting the larger chunk of the deal, maybe there are enough people like me who do know you. I'm your customer who never comes back!

**- Your Nice Customer**