

A CUSTOMER'S PSALM

DO YOU RECOGNIZE ME? I AM A NICE PERSON. I VISIT YOUR BUSINESS OFTEN. I DO NOT MIND SPENDING MY HARD EARNED MONEY WITH YOU BECAUSE...

I AM A GOOD CUSTOMER

DO YOU RECOGNIZE ME? WHEN YOU ADVERTISE YOUR PRODUCT OR SERVICE. I GET EXCITED!
YOU MUST BE PROUD OF YOU BUSINESS, THE WAY YOU ADVERTISE TO GET SOMEONE LIKE ME TO SHOP WITH YOU BECAUSE...

I AM A GOOD CUSTOMER

DO YOU RECOGNIZE ME? I VISIT YOUR STORE; I NEVER COMPLAIN ABOUT YOUR PRODUCT OR SERVICE, EVEN THOUGH THEY ARE NOT WHAT YOU TOLD ME THEY WERE. I NEVER ARGUE WITH YOUR EMPLOYEES WHEN THEY ARE RUDE TO ME. I DO NOT EVEN LOSE MY PATIENCE WHEN YOUR CASHIER GIVES ME THE WRONG CHANGE, OR SNARLS AT ME FOR REQUESTING A RECEIPT. NO I WOULD NEVER CREATE A SCENE BECAUSE...

I AM A GOOD CUSTOMER

DO YOU RECOGNIZE ME? I AM A NICE PERSON WITH A LOT OF FRIENDS. ISN'T IT WONDERFUL TO HAVE SOMEONE LIKE ME? I TELL ALL MY FRIENDS ABOUT HOW BADLY I WAS TREATED WHEN I VISITED YOUR BUSINESS. ISN'T IT WONDERFUL THAT MY FRIENDS WILL TELL THEIR FRIENDS? HAVE YOU NOTICED WHEN YOU ADVERTISE, I NO LONGER COME BY?

DO YOU RECOGNIZE ME?

I WAS A GOOD CUSTOMER!