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Commandments

Market Objectives are the basis for developing the sales and increasing market share.

You should be No. 1 or No.2 - otherwise get out of the business.

Change will only occur when development is integrated into day-to-day work.

Small changes in attitude and behaviour often result in big improvement in performance.

The future belongs to people who see possibilities before they become obvious.

Quality is remembered long after price is forgotten.

Know your customers and competitors.

If your failure rate is one in a million, what do you tell that one customer ?

Profit from complaint.

Once a success story has been created, it can be multiplied.