

WHO'S THE BOSS?

There is only one boss, and whether a person shines shoes for a living or heads up the biggest corporation in the world, the boss remains the same. IT'S THE CLIENT.

She is the person who pays everyone's salary and who decides whether a business is going to succeed or fail. And she doesn't care if a business has been around for 100 years. The minute it starts treating her badly or taking her for granted, she'll put it out of business. The boss, THE CLIENT, has bought and will buy everything you have or will have. She's bought all of your clothes, your home, your car, pays for your children's education and your vacations. She pays all of your bills, and she pays in exact proportion to the way you treat her. The man who works inside a big office building or plant might think he works for the company that writes his paychecks, but he doesn't.

He is working for the person who buys the product at the end of the line. In fact, THE CLIENT can fire everybody in the company from the president on down. And she can do it simply by spending her money somewhere else.

Some of the largest companies that had flourishing businesses a few years are no longer in existence. They couldn't or didn't satisfy THE CLIENT. They forgot who the boss really is.