



# The Pallet



## Lessons from a Corporate Canine

*What Does This Dog Know About Keeping Customers?*



Rusty, the Golden Retriever, knows a bit about business. It helps that he lives with a certified financial planner. But, he has his own innate business sense. First, he gives you a tail-wagging, enthusiastic hello. So, principle #1: Offer a genuine welcome. Also, he doesn't forget you. When I stayed overnight at his home in Dallas, Rusty went to the upstairs guest

bedroom to get me in the morning. Then, he waited until I made it safely down the stairs. Principle #2: Conscientiously remember your clients. Finally, Rusty follows instructions. Principle #3: Give customers what they asked for. Now, I didn't say, "I'd rather deal with a dog than with some businesses". If you follow this advice they won't say it about yours.

### Resolution—2010

Yes, it's a beach. That's my resolution—more time at the beach.

But ... what about work? What about goals? What about ... ? OK. Many resolution lists begin with "Get in shape." Check. That's exactly what you can do at the beach—running, swimming, surfing. Then, the list moves to "Be more productive." Check. We've all heard the adage, work smarter not harder. But, stress interferes with creative thought. Something about the warm sun, ocean breeze, and calming surf can bring out your best ideas ... and restore you so you can work better. Back to the list: "Spend more time with the family." Check. You can bring the family ... just make sure to take time for a walk on your own.



And no, Rusty can't come. They still have that sign: No Dogs Allowed on the Beach.

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processes. Our Warehouse Renewal™ team carries out a free walk-through evaluation of your facility—pallets, processes, and warehouse equipment. Our advice and pallet services alone can bring significant savings. Contact us for a free — no obligation—assessment by calling (888) 782 2909 or (954) 946-2212.