



This article was copied from our newsletter, *Connections*, 2003 VOLUME IX, ISSUE 1.

## The “Good Old Days”

**T**hose days WERE good if what we remember about them was pleasant. With breakthrough advances in medicine, telecommunications, and e-commerce, I doubt that many of us would truly enjoy returning to by-gone days without the "techno-conveniences" we currently demand. So, what do we really want to bring back from the past? To any purchasing agent, the answer to that is quite simple:

**Give me your undivided attention**

**Treat me with respect**

**Do your best to meet my needs**

Around the year 1900, my guess is that the majority of shop-keepers embraced the importance of that concept. They knew the per-

sonalities of their regular customers, their interests, and enjoyed a keen understanding of their unique circumstances and specific needs. People enjoyed people. Now, isn't that a totally intriguing concept? 100 years have passed since then. Our world has experienced countless incredible and mind-boggling advances. Yet, when it comes to customer service, many of us still maintain that classic "*deer in the headlights*" kind of stare.

Companies spend thousands of dollars sending sales people to the latest and greatest seminars on improving service to the customer. My advice? If you're one of those firms who enjoy spending money on that kind of stuff.... ..... then send those employees to me !!! I'll pocket the money, spend 5 minutes drilling the 3 points listed to the left, and then we'll all go out for cheeseburgers

and fries . . . well, maybe tofu and alfalfa sprouts! .....

Did your folks ever tell you that you could do whatever you wanted to if you set your mind to it? Mine did. I believed them. Still do! A former competitor asked me how we consistently shipped product the same day it was ordered. I was silent for quite a while . . . . allowing his anticipation and excitement to build before letting him in on this profound and elusive secret:

**We do it because we want to**

Sorry, but I really can't make it any "deeper" or more intellectual than that. When you call Bay Corporation be prepared to take a step back in time. We know you, we'll take good care of you, and we'll have a GREAT time doing exactly what we enjoy..... now, pass me a cheeseburger!