

Secret #10

The Customer Comes First

SECRET #10 Take care of your customer and your customer will take care of you.

Do you listen carefully when others are talking?



A successful business is really good at communicating with its customers. And the best way for business managers to communicate with their customers is to ask a lot of questions and always listen to the answers. This way, a business can take care of its customers and the customers will take care of the business. Good communication is the key that allows a business to develop and grow.

As in business, you want to develop good communication habits in life by always questioning and listening. Keep asking “Why?” and “Why not?”—then listen carefully to the answers.

So remember: Good communication is important. Never be afraid to ask questions and listen to the answers—and also know that there is no such thing as a dumb question.



This particular secret came in handy when the *Secret Millionaires Club* kids traveled to Borneo—an island in Southeast Asia—to help an orangutan sanctuary and tourist attraction that was going out of business.

Our heroes met with ATAN, a teenager who ran the rescue park with his grandfather. Atan explained that his grandfather was good at taking care of the apes but didn't know how to attract more tourists.



Radley, Starty, Elena, Lisa, and Jones went straight to work repainting the sanctuary. Besides fixing the place up, and resupplying the gift shop with an assortment of flashy, modern souvenirs, our heroes enlisted help from world famous model GISELE BUNDCHEN to publicize the animal rescue park.

But even with all the changes to the sanctuary and Gisele's advertisements, more tourists failed to show up.

Luckily for everyone, during a walk through the local village, Gisele and our heroes noticed wonderful, handmade arts and crafts displayed by the locals. This gave the *Secret Millionaires Club* kids an idea: They would restock the sanctuary's gift shop with crafts from the village! Perhaps *that's* what the tourists preferred.

Sure enough, visitors began to flock to the sanctuary because they could not only support the orangutans, but also support the local artists!



The orangutan rescue park was saved and our heroes learned a valuable lesson in finding out what customers wanted. In the future, they would always ask questions, then listen to the answers!

As I always like to say, “The more you learn, the more you’ll earn,” so remember:

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