

## BECAUSE THE CUSTOMER



Because the customer has a *need*,  
we have a job to do.

Because the customer has a *choice*,  
we must be the better choice.

Because the customer has *sensibilities*,  
we must be considerate.

Because the customer has an *urgency*,  
we must be quick.

Because the customer is *unique*,  
we must be flexible.

Because the customer has high *expectations*,  
we must excel.

Because the customer has *influence*,  
we have the hope of more customers.

**Because of the customer,  
Hankins & Associates, Inc. Exists!**