

How to completely destroy your business.

...Just follow column B

Pay attention to your customers' needs	Ignore your customers' needs
Give prompt service	Make them wait
Give the best possible service	Near enough is good enough
Keep your promises	Promise anything. They'll never remember.
Be on time for appointments	Arrive when you feel like it
Keep in touch with your clients	Make the sale and then forget 'em!
Encourage customers to come back	Make the sale and then forget 'em!
Encourage referrals	Make the sale and then forget 'em!
Keep good records	Commit everything to memory. Then you don't have to keep records.
Keep control of your spending	If you've got it, spend it.
Take every opportunity to promote your business	If it ain't broke, don't fix it.
Be ethical	As long as you get away with it, it's OK
Be honest	What they don't know won't hurt you.
Be sincere	Tell them what they want to hear.
Be interested in your customers	Business is just a numbers game
Ask questions	Get their money and get rid of them
Research your market	Ignore the rest of the world
Learn about your competitors	Forget your competitors – just do your own thing
Keep your premises neat and clean	Save money and time. Cut down on cleaning and maintenance
Train your staff	If they don't measure up, replace them
Listen	Talk
Think	Be impulsive
Plan	Play it by ear
Give	Take
Focus	Guess
Make it happen	Hope for the best.
Take responsibility	Blame the Government
Aim to be the best at what you do	Near enough is good enough

No comment or explanation necessary, I think ☺