

Our recipe for success

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Think about the last time you dined at your favorite restaurant. You scanned the menu, decided on something that you liked and ordered it. The meal came out nicely presented on your plate, and as you enjoyed your dinner you knew you would be back again for this pleasurable experience.

What you may not have realized, however, was that to provide you with a great dinner, the chef had to have the perfect recipe. The ingredients had to be just right—the right amount of this—not too much of that—to make your meal an unforgettable experience.

Similarly, Barrett wants to keep our customers coming back. How do we do it? With the perfect recipe—the 13 Guiding Principles. As we approach the mid-year point of 2007, now is a good time to review the relevance and importance of each.

Barrett Distribution's Guiding Principles

- ▶ I recognize the importance of my job
- ▶ I am enthusiastically enthusiastic
- ▶ I take advantage of every training opportunity that comes my way
- ▶ I follow up and follow through
- ▶ I concentrate on what I can do for customers, not what I cannot
- ▶ I see complaints for the opportunities that they really are
- ▶ I take care of my customers by taking care of myself
- ▶ I am an active advocate for my customers' best interests
- ▶ I treat my customers better than I would want to be treated myself

- ▶ I get help when I need it and give it when others need it
 - ▶ I am an intelligent source of information for my customers and my company
 - ▶ I am thankful, grateful, and appreciative
 - ▶ I choose to learn, to change and to grow
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If we all have a true understanding of Barrett Distribution's Guiding Principles and follow them on a daily basis, then each of us will contribute just the right ingredient to provide our customers with the perfect recipe that will keep them coming back again and again. 🍴

If you have any questions or comments, Brian Davis can be reached by email at bdavis@barrettdistribution.com

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