



# The Pallet



## What Our Reputation Does for Us

*Why should we care about what others think about our company?*



Each cruise line pictured above has created its own reputation, and attracts their unique customers on that basis. Now, Spanish people have an old saying that sounds a little off in English ... but contains great wisdom. It goes like this, *Cría fama y acuéstate a dormir*. Literally it translates to “Create a reputation ... and go to sleep.” What? They use it for a *bad* reputation. It means something like once you create a bad name for yourself it will spread on its

own and you can’t do much about it. It will spread without your effort and people will suspect you of things— even if you didn’t do them! The same thing happens with our business. Once customers start with remarks like, “They began well, but then started cutting corners” or “Those people do a terrible job,” trouble follows. So, to keep a good reputation, or rebuild a lost one, we need competence, consistency ... and positive word of mouth. And yes, time.

## Readers still shine as leaders in the corporate word

Years ago a lady at a local law firm would read at lunch time. But ... she would actually read the dictionary! In all likelihood she wanted to improve her vocabulary and use her lunch time for more than just eating. Usually however, people just read books. Now, the old saying goes, “Readers are leaders.” But, why do they say that?



Reading gives you information for you to think about, agree with, disagree with, believe, and disbelieve. It can teach us things that we need to make our business better and our clients more satisfied. However, the wrong advice in the wrong book can mess up our company and even our life.

So, how do we decide what to read? Recommendations from trusted friends can help. Books written by proven champions in some field can also challenge us. Competent reviewers might help. But, we must always evaluate what we read and not turn off our minds. People can and do write untrue things. So, enjoy, but evaluate.

## PALLET CONSULTANTS OFFERS YOU A FREE ASSESSMENT OF YOUR PALLETS AND PROGRAM

**Pallet Consultants** offers local businesses an excellent opportunity to evaluate their current pallets and pallet program —for free and with no obligation to buy. We will come to your business for a warehouse walk-through to evaluate your pallet set up. You can ask us about your total pallet program — the quality of your current pallets, the compatibility of your pallets



with your specific products, transport and storage issues, and cost effectiveness. **Pallet Consultants** has experience with all kinds of industries and solutions to your pallet issues. **Pallet Consultants** typically saves customers thousands of dollars on pallet costs alone. Schedule your free visit by calling (888) 782-2909 or (954) 946-2212.