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Don't miss the importance of accumulating customers

by **George Madiou**

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This year marks 40 years of me being in business, both as an employee and as a entrepreneurial business owner. I have owned over 30 businesses in all of those years. I like to say that some of those businesses were very successful and many were tremendous learning experiences! Out of all of these experiences there is one thing that they all had in common, customers! Not one of those businesses were without customers. Some were single customer businesses, others were dependent on many customers.

> **In these 40 years the most successful business had the most customers. I found that the most successful businesses were the ones that we put our customer FIRST!**

We quickly found that this produced very happy customers who gladly spread the word about our business to the people they knew. These happy customers became our best salespeople and promoters.

Network marketing is no different than any brick and mortar business like a pizza shop, a card store, or a real estate business, looking for good loyal customers. It doesn't matter if you are a doctor with patients or an accountant with clients, we are all looking for those repeat customers. The first network marketing company I joined had a great life changing product. That is why I went from being a customer to a wholesale customer/business builder. I thought everyone needed this product even

if they didn't want to be doing the business. With my background, you can understand my surprise when I was told not to waste my time getting customers and just go after people who want to build a business. This theory of the distributors being their own best customers made no sense to me. This was a company with a great product that was on track to becoming a billion dollar company within a few years and they were missing a major success component, accumulating loyal, repeat customers. I eventually left that company because I didn't want to be a part of a failing formula. Years later, they are still around. All of the major leaders are long gone and the company that was on track to do a billion dollars is struggling to break 200 million. No surprise!

If you take away anything from this story, don't miss the importance of accumulating customers. Building an organization in network marketing is important, however, when you accumulate your own personal customers, you will building a solid base to your income and you will be building a story to share and duplicate with the people in your group.

George Madiou

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George Madiou is a full-blooded Entrepreneur, complete with validating credentials, Degrees in Marketing and Management from SUNY and NYU (could ya guess he's a native New Yorker!) To date George has owned over 30 businesses, and says they varied from wildly successful to

outrageous learning experiences. Among other successful ventures George has achieved high pin levels in two different network marketing companies.

George loves the thrill of teaming up with great people and seeing projects come to life and that passion is responsible for this magazine getting off the ground. George partnered with his good friend John Milton Fogg and here we all (and we includes you the reader) are, making history happen.

George lives in a small town named Boca Raton, Florida. He says "If this isn't Heaven, I know that God at least vacations here." Without question, the joy of his life is his family. He and Debbie are celebrating their 30th anniversary this year. They have two great young adult children, Sara and David.