

## Are Customers Always Right?

Adapted from information by  
News & Experts

In business, the squeaky wheel almost always winds up getting the oil. Customers tend to be rewarded for complaining, but that strategy leaves money on the table, according to marketing consultant Betsy Kruger.



**Betsy Kruger writes articles, motivates groups, leads seminars, and consults clients on how to prosper from the 80/20 rule.**

"No one likes hearing a complaint, so when a customer complains, a business quickly and resoundingly rectifies the complaint," said Kruger, author of *Top Market Strategy: Applying the 80/20 Rule*. "The problem with this strategy is that disgruntled customers bring in less profit than loyal customers. Your business

should focus on gratifying your most profitable customers."

Contrary to popular opinion, the customer is not always right. Kruger believes it is wrong to reward complainers. She thinks companies should reward loyal customers since they reward businesses with higher profits. You should value their business since loyal customers value your business.

According to Kruger, the 80/20 rule governs all results, including profits from customers. "When you sort customers by their profitability, this universal law predicts that the top 20% of your customers will generate 80% of your profit. Conversely, the bottom 80% of your customers will generate only 20% of your profit – and virtually all of your complaints. This means you should target the top 20% with a top market strategy."

Your business can profit from the 80/20 rule by enacting these steps:

- **Distinguish your top customers.**

Identify ways the top 20% of your customers differ from other customers and what characteristics they have in common. Realize your top customers are highly profitable.

- **Target your top customers.** Gratify your top customers with a top market strategy. Discontinue marketing to the bottom 80% of your customers by automating all interactions with them.

- **Promote to top prospects.** Focus resources on converting similar prospects into top customers. When you replace your less profitable customers with these new customers, you can expect your total profit from customers to quadruple.

Kruger offers the following advice, "You may feel it's rude to consider some customers as less valuable than others, but research proves it's true. The top 20% of your customers magnify your profit, whereas the bottom 80% of your customers magnify your complaints. I feel it's rude to reward complainers since loyal customers deserve to be rewarded. When you prioritize your customers with the 80/20 rule, you are prioritizing your profit."

## What You Need to be a Georgia Drilling Contractor

Adapted from information provided by the State of Georgia

If you want a career in drilling in Georgia, there are a few things you need to know. Most importantly, to become a



drilling professional (no matter what type - horizontal, water well, etc.) you will need a Georgia water well contractor's license. To obtain this, the following requirements must be met:

1. Work (with a trainee license) under a licensed drilling professional for at least two years.

2. Pass an examination administered by the Water Well Standards Advisory Council based on the construction of wells.

3. Provide proof of the two years experience through certified affidavits from one or more licensed water well contractors.

4. Submit the application along with a \$100 application fee.

An application packet can be downloaded from Georgia's Environmental Protection Division (EPD) Web site or picked up at their Atlanta office. Once the application has been approved and examination passed, the council will contact you for the following:

1. Examination results
2. \$400 license fee (\$200 per year)
3. Performance bond or irrevocable letter of credit for \$20,000

Once all requirements are met, the council should grant you a water well contractor's license.

After receiving your Georgia water well contractor's license, you will be required to complete four continuing education credits per year. The license is good for two years; the state will send a notification as well as a renewal form. The application and a \$400 renewal fee must be turned in before the license expires.

If you're already licensed in another state, you might be in luck, depending on which state you're from. Georgia recognizes Alabama, Mississippi, and South Carolina's licenses. If you hold a license in one of these three states, the council will issue you a Georgia license.

These standards can be found in the Official Code of Georgia under Title 12, Chapter 5, Article 3, Part 3 (Georgia Water Well Standards Act of 1985). Changes and updates can be found at the Georgia EPD Web site also.

Is there a certain state you would like to know the requirements for?

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