

Ray Kroc Quotes

*Mcdonalds, Business, Thinking, Ifs, Pride, Believe, Success, Long, Years,
Motivational, Risk, Inspirational, Achievement, People, Clean, Mind, Water,
Leadership, Talking, Entrepreneur*

The quality of a leader is reflected in the standards they set for themselves.

~Ray Kroc

If you work just for money, you'll never make it, but if you love what you're doing and you always put the customer first, success will be yours.

~Ray Kroc

Luck is a dividend of sweat. The more you sweat, the luckier you get.

~Ray Kroc

The definition of salesmanship is the gentle art of letting the customer have it your way.

~Ray Kroc

When you're green, you're growing. When you're ripe, you rot.

~Ray Kroc

The more I help others to succeed, the more I succeed.

~Ray Kroc

It requires a certain kind of mind to see beauty in a hamburger bun.

~Ray Kroc

That's the name of the game ... pleasing the customer. If we ever lose sight of that fact, we've lost the ball game.

~Ray Kroc

The key to success is being in the right place at the right time, recognizing that you are there, and taking action!

~Ray Kroc

To be successful, you must be daring, be first and be different.

~Ray Kroc

You're only as good as the people you hire.

~Ray Kroc

The two most important requirements for major success are: first, being in the right place at the right time, and second, doing something about it.

~Ray Kroc

You'll learn more about a road by traveling it than by consulting all the maps in the world.

~Ray Kroc

No self-respecting pitcher throws the same way to every batter and no self-respecting salesman makes the same pitch to every client.

~Ray Kroc

There's almost nothing you can't accomplish if you set your mind to it.

~Ray Kroc

McDonald's is a people business, and that smile on that counter girl's face when she takes your order is a vital part of our image.

~Ray Kroc

Look after the customer and the business will take care of itself

~Ray Kroc

If you're not a risk taker, you should get the hell out of business.

~Ray Kroc

When times are bad is when you want to build! Why wait for things to pick up so everything will cost more?

~Ray Kroc

I guess to be an entrepreneur you have to have a large ego, enormous pride and an ability to inspire others to follow your lead.

~Ray Kroc

It's easy to have principles when you're rich. The important thing is to have principles when you're poor.

~Ray Kroc

Happiness is not a tangible thing, it's a byproduct - a byproduct of achievement.

~Ray Kroc

We take the hamburger business more seriously than anyone else.

~Ray Kroc

Creativity is a highfalutin' word for the work I have to do between now and Tuesday.

~Ray Kroc

If you believe in it, and you believe in it hard, it is impossible to fail.

~Ray Kroc

None of Us is as Good as All of Us.

~Ray Kroc

Are you green and growing or ripe and rotting?

~Ray Kroc

I didn't know what we would be selling in the year 2000 but whatever it was we would be selling the most of it.

~Ray Kroc

I was never much of a reader when I was a boy. Books bored me. I liked action. But I spent a lot of time thinking about things. I'd imagine

all kinds of situations and how I would handle them.

~Ray Kroc

Adversity can strengthen you if you have the will to grind it out.

~Ray Kroc

Speaking of competition in the fast-food industry. This is rat eat rat, dog eat dog. I'll kill 'em, and I'm going to kill 'em before they kill me.

~Ray Kroc

As long as you're green, you're growing. As soon as you're ripe, you start to rot.

~Ray Kroc

I was an overnight success all right, but 30 years is a long, long night.

~Ray Kroc

I HAVE ALWAYS believed that each man makes his own happiness and is responsible for his own problems.

~Ray Kroc

It is no achievement to walk a tightrope laid flat on the floor.

~Ray Kroc

You must perfect every fundamental of your business if you expect it to perform well.

~Ray Kroc

No one of us is more important than the rest of us.

~Ray Kroc

While formal schooling is an important advantage, it is not a guarantee of success nor is its absence a fatal handicap.

~Ray Kroc

We provide food that customers love, day after day after day. People just want more of it.

~Ray Kroc

All money means to me is a pride in accomplishment.

~Ray Kroc

If you've got time to lean, you've got time to clean.

~Ray Kroc

Take calculated risks. Act boldly and thoughtfully. Be an agile company.

~Ray Kroc

Luck is a dividend of sweat.

~Ray Kroc

The organization cannot trust the individual; the individual must trust the organization.

~Ray Kroc

If my competitor were drowning I'd stick a hose in his mouth and turn on the water.

~Ray Kroc

I like to get people fired up, fill them with zeal for McDonald's, and watch the results in their work.

~Ray Kroc

Perfection is very difficult to achieve, and perfection was what I wanted in McDonald's. Everything else was secondary for me.

~Ray Kroc

Visions of McDonald's restaurants dotting crossroads all over the

country paraded through my brain. I don't believe in saturation. We're thinking and talking worldwide.

~Ray Kroc

I was 52 years old. I had diabetes and incipient arthritis. I had lost my gall bladder and most of my thyroid gland in earlier campaigns, but I was convinced the best was ahead of me.

~Ray Kroc

In business for yourself, but not by yourself.

~Ray Kroc

If I had a brick for every time I've repeated the phrase Quality, Service, Cleanliness and Value, I think I'd probably be able to bridge the Atlantic Ocean with them.

~Ray Kroc

Customers tend to avoid a restaurant that's going aswamp in its own sludge.

~Ray Kroc

Our aim was to insure repeat business based on the system's reputation rather than on the quality of a single store or operator.

~Ray Kroc

There's a lot more future in hamburgers than in baseball.

~Ray Kroc

In my experience, good executives don't make mistakes.

~Ray Kroc

There is absolutely nothing special about walking on a rope stretched along the ground. Where there is no risk, there can be no pride in a deed accomplished, and therefore no happiness.

~Ray Kroc

The french fry is my canvas.

~Ray Kroc

There are things money can't buy and hard work can't win. One of them is happiness.

~Ray Kroc

I put the hamburger on the assembly line.

~Ray Kroc

I believe in God, family, and McDonald's. And in the office, that order is reversed.

~Ray Kroc

If you have time to lean, you have time to clean.

~Ray Kroc

I don't believe in saturation. We're thinking and talking worldwide.

~Ray Kroc

I suffer with you. I've never seen such stupid ballplaying in all my life!

~Ray Kroc

I saw opportunity appear in an ugly six-spindle shake machine ... and grabbed it.

~Ray Kroc

I wasn't prepared for this big room with clattering typewriters and teletype printers. You could hardly hear yourself think.

~Ray Kroc

We have an obligation to give something back to the community that

gives so much to us.

~Ray Kroc

The first dollar is the most you will get if you don't love what you are doing.

~Ray Kroc

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