

Sam Walton Quotes

*Business, Inspirational, Ideas, Thinking, Success, Leadership, People, Way,
Years, Motivational, Long, Opportunity, Want, Competition, Giving, Successful,
Educational, America, Expectations, Passion*

There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.

~Sam Walton

Outstanding leaders go out of their way to boost the self-esteem of their personnel. If people believe in themselves, it's amazing what they can accomplish.

~Sam Walton

The goal as a company is to have customer service that is not just the best, but legendary.

~Sam Walton

To succeed in this world, you have to change all the time.

~Sam Walton

Communicate everything you can to your associates. The more they know, the more they care. Once they care, there is no stopping them.

~Sam Walton

You can't just keep doing what works one time, everything around you is changing. To succeed, stay out in front of change.

~Sam Walton

Exceed your customer's expectations. If you do, they'll come back over and over. Give them what they want - and a little more.

~Sam Walton

Nothing else can quite substitute for a few well-chosen, well-timed, sincere words of praise. They're absolutely free and worth a fortune

~Sam Walton

Leaders must always put their people before themselves. If you do that,

your business will take care of itself.

~Sam Walton

The way management treats their associates is exactly how the associates will then treat the customers.

~Sam Walton

Great ideas come from everywhere if you just listen and look for them. You never know who's going to have a great idea.

~Sam Walton

Individuals don't win in business, teams do.

~Sam Walton

There's absolutely no limit to what plain, ordinary, working people can accomplish if they're given the opportunity and encouragement to do their best.

~Sam Walton

If one of our customers comes into the store without a smile, I'll give them one of mine.

~Sam Walton

If you love your work, you'll be out there every day trying to do it the best you possibly can, and pretty soon everybody around will catch the passion from you - like a fever.

~Sam Walton

If you want a successful business, your people must feel that you are working for them - not that they are working for you.

~Sam Walton

We're all working together; that's the secret.

~Sam Walton

The key to success is to get out into the store and listen to what the associates have to say. It's terribly important for everyone to get involved. Our best ideas come from clerks and stockboys.

~Sam Walton

I had to get up everyday with my mind set on improving something.

~Sam Walton

High expectations are the key to everything.

~Sam Walton

I pay low wages. I can take advantage of that. We're going to be successful, but the basis is a very low-wage, low-benefit model of employment.

~Sam Walton

Commit to your business. Believe in it more than anybody else.

~Sam Walton

There are only four things in life that matter. The first is happiness and I'll sell you the other three for a dollar.

~Sam Walton

Control your expenses better than your competition. This is where you can always find the competitive advantage.

~Sam Walton

If you don't listen to your customers, someone else will.

~Sam Walton

If I had to single out one element in my life that has made a difference for me, it would be a passion to compete.

~Sam Walton

Lose your smile and lose your customers.

~Sam Walton

Don't get so stuck in your ways that you can't change.

~Sam Walton

Ignore the conventional wisdom. If everybody else is doing it one way, there's a good chance you can find your niche by going in exactly the opposite direction.

~Sam Walton

The two most important words I ever wrote were on that first Wal-Mart sign, 'Satisfaction Guaranteed'. They're still up there, and they have made all the difference.

~Sam Walton

Each Wal-Mart store should reflect the values of its customers and support the vision they hold for their community.

~Sam Walton

...You can make a positive out of most any negative if you work at it hard enough.

~Sam Walton

Job security lasts only as long as the customer is satisfied. Nobody owes anybody else a living.

~Sam Walton

A computer can tell you down to the dime what you've sold, but it can never tell you how much you could have sold.

~Sam Walton

Share your profits with all your associates, and treat them as partners. In turn, they will treat you as a partner, and together you will all perform

beyond your wildest expectations.

~Sam Walton

Appreciate everything your associates do for the business.

~Sam Walton

Keep everybody guessing as to what your next trick is going to be.
Don't become too predictable.

~Sam Walton

Our best ideas come from clerks and stockboys.

~Sam Walton

Information is power, and the gain you get from empowering your associates more than offsets the risk of informing your competitor.

~Sam Walton

Money and ownership alone aren't enough. Set high goals, encourage competition, and then keep score.

~Sam Walton

When all else fails, put on a costume and sing a silly song.

~Sam Walton

Focus on something the customer wants, and then deliver it.

~Sam Walton

I had confidence that as long as we did our work well and were good to our customers, there would be no limit to us.

~Sam Walton

Celebrate your successes. Find some humor in your failures.

~Sam Walton

I had to pick myself up and get on with it, do it all over again, only even better this time.

~Sam Walton

The secret of successful retailing is to give your customers what they want

~Sam Walton

I believe in always having goals, and always setting them high.

~Sam Walton

Do it. Try it. Fix it.

~Sam Walton

You can make a lot of mistakes and still recover if you run an efficient operation. Or you can be brilliant and still go out of business if you're too inefficient.

~Sam Walton

I'd hate to see any descendants of mine fall into the category of what I'd call 'idle rich' - a group I've never had much use for.

~Sam Walton

We let folks know we're interested in them and that they're vital to us. cause they are.

~Sam Walton

Expenses should never exceed one percent of our purchases.

~Sam Walton

Swim upstream. Go the other way. Ignore the conventional wisdom.

~Sam Walton

You can learn from everybody.

~Sam Walton

All that hullabaloo about somebody's net worth is just stupid, and it's made my life a lot more complex and difficult.

~Sam Walton

There is only one boss. The customer.

~Sam Walton

Loosen up, and everybody around you will loosen up.

~Sam Walton

Capital isn't scarce; vision is.

~Sam Walton

After a lifetime of swimming upstream, I am convinced that one of the real secrets to Wal-mart's phenomenal success has been that very tendency.

~Sam Walton

It was almost as if I had a right to win. Thinking like that often seems to turn into sort of a self-fulfilling prophecy.

~Sam Walton

Take the best out of everything and adapt it to your needs.

~Sam Walton

High expectations is the key to everything.

~Sam Walton

Some families sell their stocks off a little bit at a time to live high, and then - boom - somebody takes them over, and it all goes down the drain.

~Sam Walton

I was asked what I thought about the recession. I thought about it and decided not to take part.

~Sam Walton

I've owned about 18 airplanes over the years, and I've never bought one of them new.

~Sam Walton

I not only knew I wanted to go into retailing, I also knew I wanted to go into business for myself.

~Sam Walton

I have always been driven to buck the system, to innovate, to take things beyond where they've been.

~Sam Walton

Curiosity doesn't kill the cat; it kills the competition.

~Sam Walton

Most everything I've done I've copied from somebody else.

~Sam Walton

I guess in all my years, what I heard more than anything else was: a mere town cannot support a discount store for very long.

~Sam Walton

I loved retail from the beginning, and I still love it today.

~Sam Walton

One thing my and mother and dad shared completely was their approach to money - they just didn't spend it.

~Sam Walton

I think my constant fiddling and meddling with the status quo may have

been one of my biggest contributions to the later success of Wal-Mart.

~Sam Walton

It's just paper - all I own is a pickup truck and a little Wal-Mart stock.

~Sam Walton

Capital isn't hard to find; intuition, yes.

~Sam Walton

It is unhealthy to marinate in your own press clippings.

~Sam Walton

There's a lot more business out there in small town America than I ever dreamed of.

~Sam Walton

I've always been driven to buck the system.

~Sam Walton

The job of senior management is to cultivate an environment where store managers can learn from the market and from each other.

~Sam Walton

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