

## Personal Declaration Examples

### **Preamble**

#### *Poor (0-5)*

I'm not going to shop at your grocery store anymore because your prices are pretty bad.

#### *Decent (6-10)*

As time goes by, it's become pretty clear that your prices are way too high for me. It's not cool at all. Because of that, I'm not shopping at your store anymore.

#### *Excellent (11-15)*

Despite my numerous discussions and suggestions for ways to lower prices, I feel that I have been blatantly ignored by your management. This is very unprofessional and unfair to your customers. Because of the aforementioned issues, I will no longer be bringing my business to your grocery store.

### **List of Rights**

#### *Poor (0-5)*

You treat your customers like crap and don't listen to them. You have a bad store. You should treat us better.

#### *Decent (6-10)*

Whenever I've tried to talk to you, you listen for a few minutes and then go about your business again. You don't care about your customers as much as other stores do. It doesn't make sense that you keep raising prices even though the quality of some of your stuff has gone down. Since this is how you're operating your business, I'm not going to support you any longer.

#### *Excellent (11-15)*

Even though you have been offered an abundance of suggestions, you have not taken them into consideration. While I understand that your store does need to bring in a profit, you would still be capable of turning a profit while remaining considerate of your customers. Prices at your store have exponentially increased—200 percent by my calculations—within the past three years, which has put your customer base in an uncomfortable position. If you wanted to remain supportive of your loyal customers, you should have heeded our comments and complaints in order to help prices remain manageable while still maintaining high quality products and produce. As time has gone by, we have seen the quality of many products—

specifically your fresh produce—decrease, sometimes to the point where it is beginning to spoil but is still being sold for full price. With all of these issues taken into account, while we want to continue to support your family-owned business, it is no longer possible.

### **List of Grievances**

#### *Poor (0-5)*

Your store gives us sucky fresh products.

#### *Decent (6-10)*

Your store gives us produce that isn't as good as some other stores.

#### *Excellent (11-15)*

Your store distributes produce that does not uphold your alleged quality guarantee.

### **Declaration of Freedom**

#### *Poor (0-5)*

I've tried to fix the problem I have with you lots of times. You don't get it. I'm done with your store.

#### *Decent (6-10)*

It's been a while since my last complaint and the issues I told you about still aren't getting better. It's pretty obvious that you're never going to change. Because you won't change, why should I stick around and buy from your store? I could go somewhere else and get products that are a lot better. So that's what I'm going to do, take my business somewhere else.

#### *Excellent (11-15)*

As previously mentioned throughout the course of this document, there has been a genuine effort to raise awareness of discontentment and allow for improvement to be made. Time has proved that no matter the evidence with which you are provided, your company will remain stubbornly stuck in its ways. Despite repeated protests and recommendations, nothing has changed; and it is due to these facts that we have made the choice to take our business elsewhere. Because, after all, if you are not concerned with your customer base enough to provide them with exceptional quality, affordable products, why should we continue to invest our hard-earned monies into your store?