

Karl Palachuk's

Absolutely Unbreakable Rules of Service Delivery

General Rules:

- Prioritize Everything
- Do not be interrupt-driven
- Slow down, get more done
- Know what you know
- The competition is irrelevant
- We only work with people we like

Rules for Client Management

- Define your ideal client - and go get them
- Don't have both sides of the conversation
- You're not responsible for every lost dog that shows up on your doorstep
- We can't care more about the client's business than they do
- Every client is on a service agreement
- Evaluate your pricing once a year

Rules for Managing Employees

- Hire an administrative assistant!
- Have a formal, detailed hiring process
- Hire Slow; Fire Fast
- Culture is built from the top down
- You can't control people, but you can control your processes

Rules for Billing and Finance

- Control billing and cash flow
- Get prepaid for everything you can
- All after-hours labor is billable
- It is not our responsibility to save the client's money
- You don't need to pick up every nickel you find
- If a client has a past-due balance, their service is cut off

Rules for Service Tickets

- Track ALL time inside your business
- All work is done on a service ticket
- Every ticket is massaged every time it's touched
- Every job has a scope
- Document absolute everything

