

The 24 Guidelines Within the “Service Innovation” Presentation

(with references to the slide # in which they appear)

1. Financial beliefs fall short and have blind spots. (S-2)
2. Volume is vanity, profit is sanity, free cash-flow (from niche/customer **moats**) is heaven. (S-2)
3. Innovate on your own customer (niche) centric path(s). (S-2)
4. Strategy includes detailing both customers you sell best and ones you don't. (S-2)
5. Keep adding service capabilities in each stage of an industry life-cycle. (S-3)
6. Start with customer needs and innovate backwards.... to create a better total value-prop than competitors who sell every customer with the same general service model and generic service metrics. (S-4)
7. Switch from selling something to everyone to: Selling everything to the best (growing, innovating, consolidating) customers within each target niche and/or strata. (S-5)
8. Focus Service innovation on customers guided by New, Profit-Power-Law Insights. (S-6)
9. Innovation takes Next-Level: Information then investigation to uncover new needs. (S-7)
10. Reinvent Service first for #1 Profit Niche (or customer-s). (S-10)
11. Have CTS - model, tools, fluency - to do niche service renewal. (S-10)
12. Have 3-4 Service Models for different size-strata of customers. (S-14)
13. Innovate at the extremes of the Whale Curve. (S-14)
14. Don't over-service, under-price and lose on Minnows' Busi-ness (S-16)
15. Stop under-serving, over-pricing Most Profitable (and potential) Accounts (S-16)
16. Transform super-loser, big accounts with their own buying stats as proof. (S-16)
17. Reallocate resources by customer (potential) profit. (S-18)
18. Service-Opportunity, Investigation guidelines (S-18)
19. Distill out Big X Service Metrics per Niche to measure and achieve. (S-19)
20. Seek inventory and sales economies/scale within a customer niche (S-20)
21. Per target niche: 1) Beef the profitable SKUs; 2) Fix the losing SKUs. (S-21)
22. Educate all by applying rules of 5-7 and 1-10. (S-23)
23. Create **Line of Sight** for all to answer **WIIFMe/We**. (S-24)
24. Go to: Open Book Management (OBM) (S-24)