

YOUR SERVICE BUSINESS
Earn More—Stress Less

*The Things You Never
Learned in School*

Herman (Mat) Tecosky, CPA

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PHILADELPHIA

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Service

What is Service?

PROVIDING SERVICE SHOULD BE SO EASY

Someone needs something or wants something or values something.

Someone else cares and thinks enough about others and wants to provide the service in a professional and timely manner.

So Simple—What Can Go Wrong?

Service is providing what someone needs in a reasonable amount of time (determined by the client) at a reasonable cost (determined by both the client and you) in a pleasant environment. Although having your office be a pleasant environment is important, it is not as important as having your client relationship be a pleasant environment.

Service Providers have the task of understanding the issue or problem. They then must communicate this to the client at the level of the client's understanding. This is not to say a client is stupid; on the contrary, many are financially

Service

smarter than we are because they have the ability to run very successful businesses that allow them to earn more than their Service Providers. It is because of this that we even get the opportunity to be a Service Provider in the first place.

Clients cannot be expected to understand all of the complexities of the services you have to offer. Therefore, you never talk down to a client. You just keep simplifying your answers until they understand. I always gave answers and advice at the simplest and lowest common denominator available. I probably gravitated to this because I may not have been smart enough to do anything else.

Your job is to take information that is confusing to your client and transform it into usable and easily understandable information.

MATism

Clients
want simple
solutions to
complicated
problems,
not the other
way around.