

# Mastery Checklist

Mastery – the first stage of growing any business is about making sure you deliver profitably, productively and with enough information to make great decisions.

DELIVERY	YES or NO	Items I will work on in next 90 days
<b>SERVICE</b>	✓ x	✓
1. Consistency is our primary customer focus		
2. We deliver what our customers want		
3. We deliver what our customers need		
4. I have defined our customer service standards		
5. We strive to excellence plus one percent		
6. We consistently deliver in a way that exceeds our customer's expectations		
7. We regularly survey our customers to determine how we can better serve them		
8. We analyse our mistakes and take active steps to remedy them		
9. I have a standard for dress code including the use of name tags		
10. We have a script/process in place for greeting customers		
11. We have a script in place for answering the phone		
12. We have documented flow charts/procedures to ensure every customer experience is the same		