15



Service — 15 Commitments

The Handshake

Both sides keep their word.

PURPOSE

Turn a yes into a commitment both sides keep: what we'll deliver and when, written first, and what they give in return.

The Handshake

15 · SERVICE · COMMITMENTS

OWNER _____ CUSTOMER _____ PROMISE _____ DATE _____ SCORE _____ / 50

1 Their yes

Who said yes, to which Promise.

SCORE 1 2 3 4 5

2 What we'll deliver

Our promise, written first.

SCORE 1 2 3 4 5

3 The first moment of value

Soon after the yes.

SCORE 1 2 3 4 5

4 If we fall short

What we'll do.

SCORE 1 2 3 4 5

5 What they give

What they pay, and for how long.

SCORE 1 2 3 4 5

6 Who keeps the promise

One named person.

SCORE 1 2 3 4 5

7 How they reach us

So the promise can be held to.

SCORE 1 2 3 4 5

8 Making the start easy

Value before paperwork.

SCORE 1 2 3 4 5

9 Agreed by both

Both names, and the date.

Us _____ date _____

Them _____ date _____

SCORE 1 2 3 4 5

10 What happens next

The first moment, in the diary. _____

SCORE 1 2 3 4 5

Score each section from 1 to 5. Add them up for your score out of 50. How to use it: next page.

Ten sections, each scored 1 to 5

Score each section from **1** to **5**. Add the ten scores for your **score out of 50**.

SECTION	WHAT TO DO	1 STARTED	3 GOOD	5 EXCELLENT
1 **Their yes**	Name who said yes, and to which Promise.	A maybe.	A clear yes.	A clear yes to a named Promise, with the date.
2 **What we'll deliver**	Write what you'll deliver and when, first, in plain words.	Vague.	Clear deliveries.	Every delivery with a date, in words the customer would use.
3 **The first moment of value**	Set the date of the first moment of value.	After the paperwork.	A date.	A date soon after the yes, already in the diary.
4 **If we fall short**	Copy the remedy from the Promise.	Nothing.	A remedy.	The Promise's remedy, agreed by both.
5 **What they give**	Write what they pay, and for how long.	Unclear.	A price and a period.	A price and a real period, agreed in plain words.
6 **Who keeps the promise**	Name the one person on your side who keeps it.	The company.	A team.	One named person, with their name on this page.
7 **How they reach us**	Write how they reach that person.	A general inbox.	A way to reach the team.	A direct way to reach the named person.
8 **Making the start easy**	Write what you removed so value comes before paperwork.	Forms first.	A simpler start.	A start so easy the first moment of value comes before any admin.
9 **Agreed by both**	Both sides agree, with names and the date.	One side only.	Both agreed.	Both agreed, with names and the date.
10 **What happens next**	Put the first moment of value in the diary, for the Pulse.	Left open.	In the diary.	In the diary, with the Pulse watching for it.