

Remake Policy

A central business policy and key customer service message relates to our remake policy. Essentially, the message states: yesterday's business takes precedence over today's. The primary reason has to do with the "pain principle".

The Pain Principle states, the longer time elapses between the occurrence of a service disruption and notification of the occurrence, the greater the customer pain, the more damage to the business relationship.

The business message: stop the bleeding first (sir, we have moved your job to the front of the line) and then heal the patient (your job will ship in 48 hours).

That's why damaged products to clients go to the front of our production line with a quick 24 hour turnaround. Communicated to our customers it conveys that we understand business - what matters - the Big rocks.

Sales Application of the Pain Principle:

How it applies to Sales:

Beginning now yesterday's business takes precedence over today's. Application-wise it means the first order of business is FOLLOW UP on yesterday's business. It is a mandate(rule) that we make all follow up phone calls and status calls FIRST - the beginning of each morning.

Stone Legends Business Rule:

The beginning of the business day - first thing in the morning, we follow up with our clients on yesterday's business.

Bottomline: we prioritize our follow up and status calls.