



Better Liars vs. Better Systems?

By Philip P. Beyer

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Many years ago, when I was a very young apprentice, I worked for a printing company in the bayou country of Louisiana. The owner was a good man and one of the hardest working people I had ever met. It was a small shop of about ten employees; one of the last old fashioned letterpress (lead type) shops in our town.

It seemed like we were always behind schedule, and many times the owner would even joke and say, "Philip, get off that HOT job and get on this HOT HOT job." We lived in a state of controlled chaos; what some would call business as usual.

When jobs ran way behind schedule and customers would start calling to find out if their job was ready, my boss would give them every excuse in the book. At one point he called me in the office and put me on the phone to make an excuse to a customer as to why their job was continually delayed. I came up with some lame excuse, while looking at my boss with a smile.

After I got off the phone with the customer, my boss said laughing, "Philip, you're a better liar than me!"

Now I'm not saying my boss didn't care. In fact, he tried to do his best, I believe. He just didn't understand the power of good business systems, nor was he trained in Total Quality Management (The continual improvement in every area of a business) or any such systems.

He was a business owner who worked 12 hours a day, six days a week and sometimes on Sunday. **Sound familiar?** He gave his life to his family, his employees and his customers.

TRUTH IS, printing is very complicated and seems to have an almost infinite amount of variables. One misspelled word or one graphic out of place, and the whole job is bad. The list of what CAN go wrong goes ON and ON.

TRUTH IS, all businesses have complexities, and without good systems you WILL experience chaos and you CAN NOT guarantee consistent quality and service.

TRUTH IS, you often catch your vendors, and other people you do business with, telling you big fat lies and I suppose it is considered normal in some business circles.

NO, not all business owners lie, but after listening to the feedback from prospects and customers sharing their frustrations about some business owners over the years, it's easy to see how folk come to that conclusion.

In 1988, when I opened the doors to my printing company, I also didn't understand the power of systems, or how to systematize a business to guarantee consistent quality and service. Many times I dropped the ball and, as a result, jobs were late or printed

wrong, along with a host of other problems. It wasn't because I didn't care...it was the fact that printing is a very complicated manufacturing business, no matter if you are a small or large company.

In 1994 I decided to make a change in the way I did business and I started reading and studying everything I could put my hands on about Quality and Service Systems. I began building a company that could guarantee quality and service.

I made a decision to **TELL THE TRUTH, no matter what the cost** to my customers, my employees and myself.

I decided NOT ONLY to CORRECT our mistakes, but to put in a system to INSURE that a mistake didn't happen AGAIN and AGAIN.

TRUTH IS you have to make a commitment.

TRUTH IS it took 10 years to systemize our printing company. We now ship 99.997 percent of our jobs **ON TIME, EVERY TIME**.

I don't need to LIE to my customers!

Do you?

But, although I never lied when I opened my own company, I sure said, "I'M SORRY" a lot ... until I systemized.

Did I mention—Great Systems Work!

To invite Philip Paul Beyer to speak for your conference or other event...
Contact Susan Beyer at Ebiz Products, 615-425-2652 or email susan@ebizproducts.com.
Philip Beyer's book *System Busters: How to Stop Them In Your Business* is available at
www.Amazon.com. For more about SYSTEM100™ software, visit www.System100.com.