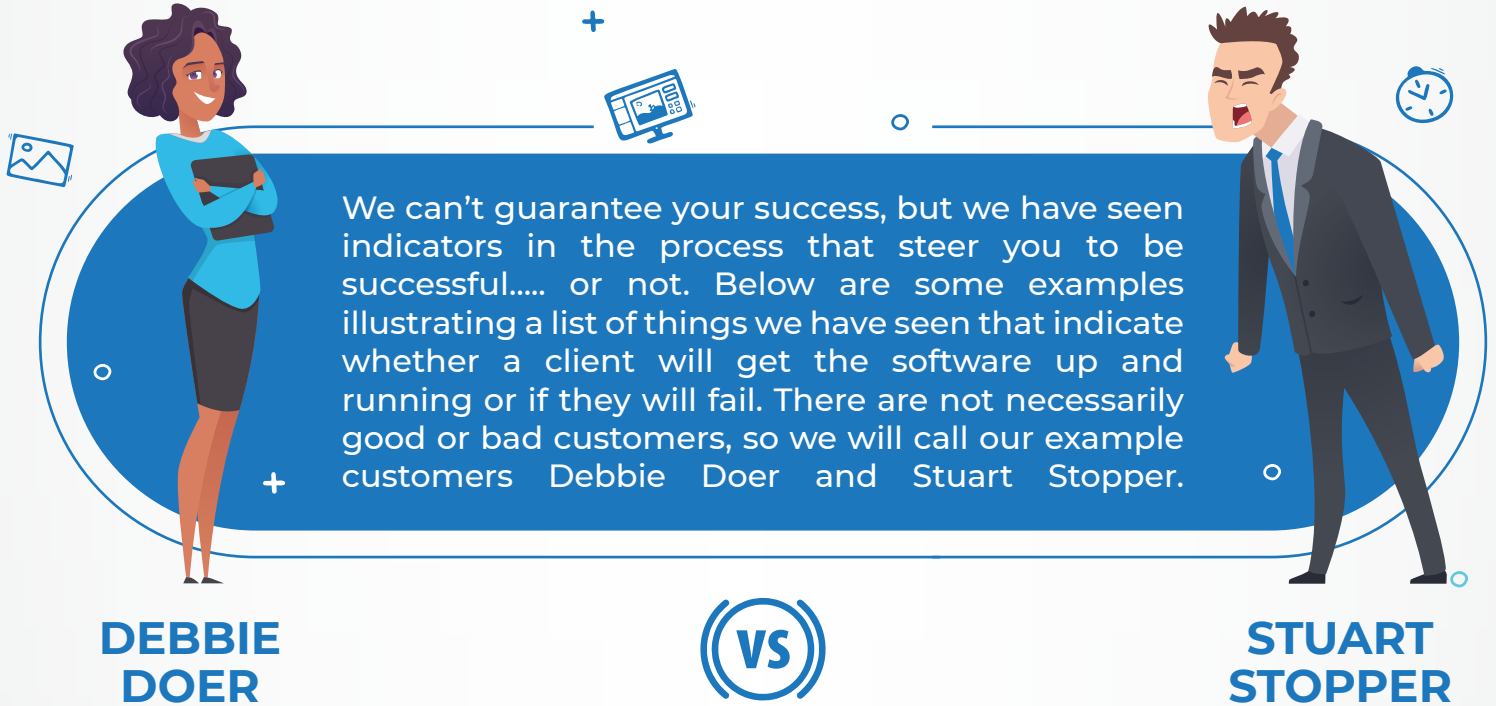




Over the last 20 years, we have seen all kinds of customers go through the EZ Process Pro launch process. The majority of them have been very successful with their launch and continue to use our software to this day. However, a small percentage of customers never get the software up and running. The most successful clients, work with the EZ Process Pro staff, to follow the well-defined process to get the software up and running. Once clients start making sales, they love the software.



**DEBBIE  
DOER**



**STUART  
STOPPER**

Debbie goes into this new adventure trusting the migration process. She knows there are a lot of moving parts but trusts that the EZ Process Pro team has a solid plan to make her successful. She trusts the recommendations of the EZ Process Pro team and remains focused on the current homework and tasks required. She is open minded and realizes that just because she has done something a certain way for the past 10 years, there might be a better way.

Debbie agrees to do little bits of homework every night or every week. She does that homework to the best of her ability, and gets it done by the target date. She does her homework in the order that is recommended and doesn't get off track. Debbie prioritizes her meetings with the EZ Process Pro team and clears her schedule for that time.

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Stuart questions everything. He constantly says to the EZ Process Pro team, "You don't understand my business. My business is unique." Stuart constantly rolls his eyes, when told that we will get to something in the future, and to focus on the task at hand.

Stuart constantly misses deadlines and doesn't do his homework. His excuses range from "I was unloading a container." to "I was on vacation." For this process to be successful Stuart needs to focus his attention to work ON the business and not work IN the business. Because he is so busy, he is usually unorganized, and skips scheduled meetings.

Debbie realizes that accurate and complete information must go into the software. She focuses on doing the work the correct way even if it might take a few minutes longer.

Stuart constantly takes every shortcut he can find, no matter the repercussions. Even if the EZ Process Pro team advises to avoid it.

Debbie constantly RUNS TOWARD her EZ Process Pro team instead of away from them. She understands that communication is key, and her EZ Process Pro team is there to help. She attends every meeting she has scheduled and appreciates the support from her Customer Success team. The EZ Process Pro team has a wealth of knowledge and can help her company in ways that might be unimaginable. When she has meetings with the EZ Process Pro team, Debbie is focused on the agenda, and is prepared with questions, concerns, and comments that she has written down. When a question comes up during the week, she writes it down to discuss at the next scheduled meeting, or if urgent, she calls during regular business hours.

Stuart constantly GHOSTS his Customer Success team. When he does make the meeting, his attention is not on the discussion. He is constantly distracted by talking to other employees or covering the showroom floor. His inability to focus on only one task leads to frustration and misunderstanding of information provided by the Customer Success team causing the little direction he did absorb to be applied incorrectly. He forgets the purpose of his questions. He calls his Customer Success representative multiple times to get answers that he is only half listening to. Armed with only partial understanding, he becomes convinced that everything is the fault of the software. He will usually tell EVERYONE accept his CS team about the inadequacies of the software, conveniently failing to take accountability for his actions that have caused his concerns.



Debbie goes into this software migration knowing that it is a detailed process. She knows WHY she bought the software and reminds herself the benefits her company will realize when the software goes live. She understands that like many things in life the work and time commitment you put in could be considered the pain she has to temporarily endure to get the substantial gains.

Stuart forgets why he bought the software in the first place. He focuses on how he used to do things, and just sees the work in front of him as an insurmountable pain. He constantly makes excuses as to why he can't do the work, or that the work is too hard. He forgets his WHY. He came into the process thinking he could just snap his fingers, and someone else could MAGICALLY do the work for him.

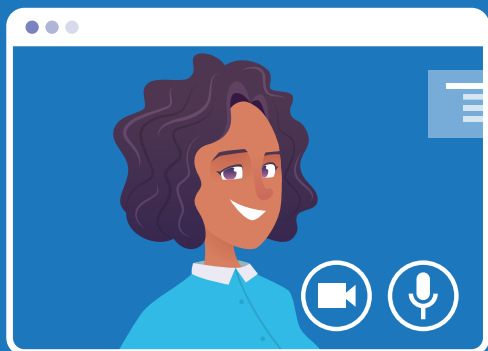
Debbie never gets overwhelmed with the big picture. She simply focuses on her homework and trusts the process.

Stuart tries to be perfect, and constantly worries about a decision he will have to make in a few weeks, today. This worry keeps him from making daily progress. He gets overwhelmed with everything that needs to get done, and he becomes frustrated. He then goes back to his default of unloading containers.



Debbie realizes that there should be 1 person in charge of this process. This one person doesn't necessarily make all the decisions, but they are responsible for meeting deadlines, and coordinating all required actions.

Stuart has too many cooks in the kitchen. Every meeting has seven team members on the call, and they always argue about what needs to be done next, and who is going to do it. Stuarts team is plagued with indecision.



Overall, on a daily basis Debbie is professional, flexible, organized, and has a positive "can do" attitude.

Stuart is disrespectful, often complains, disorganized, and not a team leader.

