

SEVEN LAWS

EXECUTIVE CHECKLIST

The Seven Laws are the shared scorecard that sits above every department's own metrics. This checklist is for one executive, working alone, to honestly audit where your organization actually stands against each law today – not where you intend to be. Use your largest account as the test case throughout.

A law everyone nods at and nobody measures is a slogan. Check only what's true right now.

ACCOUNT USED FOR THIS CHECKLIST

Account

Date

LAW 1

Sales Wins Them. Delivery Grows Them.

The first signature belongs to Sales. Everything after it is earned or lost in Delivery.

"The friction happens in the conference room. Not in front of the customer six weeks later."

Check the box only if it's true today, not intended:

- ☐ Delivery reviewed or helped shape at least one deal before it was sold this quarter – not after.
- ☐ Stop three people on your largest account – the seller, the deliverer, the account owner – and ask what winning looks like. Their answers match, in the customer's own words.
- ☐ New business on this account feels predictable, not like a gamble on whether it blows up in ninety days.

Score for Law 1(0–3):

LAW 2

The Customer Defines Success.

The contract lists your obligations. The customer decides what counts as success, and it's rarely the same thing.

"You cannot align promise, expectation, and execution around a target nobody has said out loud."

Check the box only if it's true today, not intended:

- ☐ You've asked the success question directly to the signing executive on each of your top three accounts in the last twelve months.
- ☐ Their answer is on file in their own words – not translated into your metrics.
- ☐ Sales, Delivery, and Leadership's definitions of success have been compared side by side for at least one account this quarter.

Score for Law 2(0–3):

LAW 3

Customers Don't Buy Technology. They Buy Confidence.

Nobody renews because your stack is modern. They renew because they believe you'll keep producing the outcome.

"Confidence shifts before the dashboard does. By the time a number turns, the customer has usually been acting on a decision for weeks."

Check the box only if it's true today, not intended:

- ☐ Customer confidence is tracked as its own signal, separate from SLA and satisfaction reporting.
- ☐ In the last ninety days, someone reviewed customer behavior — who calls first, which reports get read — for at least one key account.
- ☐ Leadership treats a green dashboard as a question to ask further, not a final answer.

Score for Law 3 (0-3):

LAW 4

Renewals Begin on Day One.

The renewal is decided long before the renewal meeting.

"Waiting until after the renewal means acting after the customer has already decided."

Check the box only if it's true today, not intended:

- ☐ No renewal in the next two quarters requires a fire drill to "prove value that should have been obvious all along."
- ☐ No known relationship issue is being deliberately deferred until "after the renewal."
- ☐ Check-ins and honest heads-up on risk happen routinely on this account, not just as the renewal date approaches.

Score for Law 4 (0-3):

LAW 5

You Can Meet Every SLA and Still Lose the Customer.

Compliance keeps the contract alive. On its own it has never earned loyalty.

“Confidence can erode for months while every metric stays exactly where you want it.”

Check the box only if it's true today, not intended:

- ☐ For your three largest accounts, you can answer whether confidence is rising, flat, or being spent — without checking the SLA report first.
- ☐ A recent efficiency or automation win was checked for its effect on customer confidence, not just ticket volume.
- ☐ Compliance and loyalty are reported as two separate questions, not one combined “health” score.

Score for Law 5 (0–3):

LAW 6

Delivery Starts Before the Sale.

The people who have to deliver the promise should help shape it before it becomes a promise.

“Can we staff this the way it's written? Does what we're about to sell match what we can repeat every single week, not just in month one?”

Check the box only if it's true today, not intended:

- ☐ Delivery asked the uncomfortable staffing and repeatability questions on a deal before it was sold this quarter.
- ☐ What Sales is currently promising on active deals matches what Delivery can actually repeat every week.
- ☐ Disagreements about a promise happen internally, before the customer hears it — not in front of them six weeks later.

Score for Law 6 (0–3):

LAW 7

The Easiest Company to Do Business With Usually Wins.

Friction spends confidence. Every extra step to get an answer or add a service is a small withdrawal.

“Ease compounds. Every friction you remove makes the next decision to stay a little more automatic.”

Check the box only if it's true today, not intended:

- ☐ You've mapped one real customer's journey for a single request, start to finish, in the last quarter, and counted the friction points.
- ☐ At least one friction point was actually removed this month — not logged to a roadmap.
- ☐ Leadership treats ease as a trust metric worth tracking, not a nice-to-have.

Score for Law 7 (0–3):

Score summary

Transfer each law's score (0–3) below. A law scoring 0 or 1 is not a department's job to fix – it's yours.

Law	Score (0–3)
1. Sales Wins Them. Delivery Grows Them.	
2. The Customer Defines Success.	
3. Customers Don't Buy Technology. They Buy Confidence.	
4. Renewals Begin on Day One.	
5. You Can Meet Every SLA and Still Lose the Customer.	
6. Delivery Starts Before the Sale.	
7. The Easiest Company to Do Business With Usually Wins.	

Read the score

- 18–21 total – protect this account like it's the most valuable thing you own. It is.
- One law scoring far below the rest – that's your seam. It's costing you more than any other single fix would.
- Most laws scoring 0–1 – this isn't a law-by-law problem. It's the department scorecards still outranking the Standard. Revisit Chapter 4.

Before you close this checklist

Which law scored lowest, and who is accountable for raising it?

What is the one decision, this week, that would move that score by one point?

Want an outside eye scoring this across your whole book of business? Book an Outcome Execution Gap Session.

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