

# Kehoe's keys to profits

**BOSTON** — Green Industry guru Kevin Kehoe offered these "10 Keys to Profit" at the recent New England Grows conference & exposition. Kehoe says that it is absolutely essential business owners:

- 1.** Know their true costs
- 2.** Run their businesses by the numbers
- 3.** Use a flexible pricing model
- 4.** Get out of low profit work
- 5.** Capture all work orders
- 6.** Minimize customer dissatisfaction
- 7.** Measure and hold their people accountable
- 8.** Get rid of waste in processes and people
- 9.** Pay more for "A" managers
- 10.** Pay for results.

"The high growth companies in the industry are not running perfectly efficient operations," Kehoe adds. "They are, however, aggressive in pricing and managing customer expectations. In order to compete with your larger brethren, you may need to price like them on certain segments of your portfolio in order to increase the average job size."

