

Using A300 Can Improve Your Business!

I often wonder why the crew doing the work does not consistently perform the work at or above the expectations of the client. Is it the crew leader, one of the crew members, the client or the salesman? Most of the time it is the salesman who sets the expectations, over promise (in the sales process), under deliver (in the execution of work). As business owners and managers, we set the standards for which we operate. The standards we use to meet or exceed client expectations are a reflection of the company and its leadership.

A300 standards, running a business and making the sale all go hand-in-hand.

Expectations are the basis of all businesses and industries. Companies that set high expectations/standards for quality have a better opportunity to achieve those expectations than companies that do not. Industries that have standards/expectations will bring a level of professionalism to all companies within that industry. Standards become minimum expectations for a industry, a company, a salesman or a crew to operate. Whether a company's goal is to be the lowest price or the highest quality (can't be both), certain standards or expectations must be met, consistently.

The industry standard for tree care operations is the A300.

What standards does your company use? Our company has many very qualified people I am proud to work with, many who's knowledge and opinion I often trust more than my own. They have helped frame my as well as the industry's perspective on Arboriculture. But they are just one person within one company. They are not representing the 16 different organizations as the A300 committee. For this reason our company has adopted the A300 standards as the standards of tree care operations. When we use the A300 standard, we are setting a consistent expectation with the manager, salesman, client and crew. We do not need to reinvent wording for our salesman to use and we will not have to create our own standards. The work has been done. All that needs to happen is for our salesmen to use the A300 wording when writing contracts/work orders. This can, and does, save much confusion. Using consistent standards allows us to focus on clients, employees, making profits, and allows us to spend less time figuring out why there are inconsistencies within our tree care operations. Using common language and standards as a basis of operation, reduces confusion and provides management with more time to identify and remedy areas for improvement.

Standards are only as good as the people who write them.

The A300 committee does not live within a vacuum. And for this reason the committee is always seeking input and feedback on the standards. The pruning standard is up for review and is (will be) open for public comment. Please write or e-mail the NAA, attention Bob Rouse and the A300 committee will review your comments and respond back to you directly.

The standards which are currently available through the NAA;
Tree, shrub and other Woody Plant Maintenance – Standard Practices
Part 1 Pruning

Part 2 Fertilization

Part 3 Support systems – cabling and bracing

To be released in the near future;

Part 4 Lightning protection

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