www.ClientRelationshipMastery.com
www.cr-mastery.com

Client
Relationship
MASTERY™

Thank you for downloading this free resource designed to help you establish and maintain long term client relationships. You can become the partner, problem solver and ally your clients would not leave for any reason. For more information visit or contact us at www.clientrelationshipmastery.com And look for my forthcoming book, Once A Client, Always a Client™

www.grazianoassoc.com www.clientrelationshipmastery.com

Client Relationship MASTERY™

50 Ways to Better Serve Your Clients

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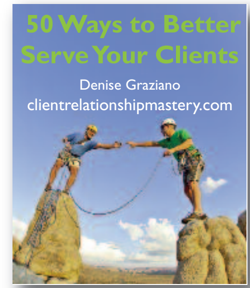

We are all in business to earn a living and be profitable. But, when you approach a client from a position of serving yourself to make the sale or make your "numbers," any client or prospect will know that and will see you as a "vendor." When you authentically believe that you are solving problems for your client, and are acting in their best interests as their advocate and ally, they will see you as a partner. Here are some guides to help you make that distinction. — Denise Graziano, *founder and creator of Client Relationship Mastery™*

7 Keys to CRM

❑ 1. Be Authentic in your approach
❑ 2. Perspective - see your product from your client's view.
❑ 3. Solve problems first
❑ 4. Care about your clients' success
❑ 5. Show appreciation for valued and valuable clients.
❑ 6. Conflict Resolution - if a problem occurs, own it & correct it.
❑ 7. Be proactive, don't always wait for clients to reach out to you. Anticipate needs.

BUILDING BLOCKS for Long Term Client Relationships

❑ 8. Know clients - use client avatars to help you serve them better
❑ 9. Listen - more than you speak during presentations
❑ 10. Understand - when clients feel understood, you will gain their trust.
❑ 11. Build trust - consistent work, over time.
❑ 12. Be relatable. Allow clients to know more about you, to add another dimension and ways to relate to you as a person.
❑ 13. Ask the right, open ended questions to give you a better picture of what the client really needs.
❑ 14. Connect regularly, not always to sell them something.
❑ 15. Exceed expectations. Allies over-deliver.

BUSINESS MEETINGS

❑ 16. Do your homework. Really know your clients' pains, fears, frustrations, and how your product/service can help.
❑ 17. Move on. If your product does not really solve a problem or provide solutions, move on to someone who you can help.
❑ 18. Don't present. Have a conversation.
❑ 19. See the cues from all in a group meeting. Look for additional opportunities to be of service.

COMMUNICATION

❑ 20. Learn how your clients prefer to be contacted. (phone vs. email vs. in person, or a combination, etc.)
❑ 21. Be a conduit of information you think they might find of value or interest (business or personal).
❑ 22. Create case studies of how you have helped similar clients and share, so they can better understand your value.
❑ 23. Make connections, introductions when possible to help your clients network.
❑ 24. Never miss a chance to meet face to face ("old school")
❑ 25. Blend and add phone, email, text, social media to connect, along with in person for best results.

BEST PRACTICES

❑ 26. Use Google Alerts to keep up on client and industry news and developments to be a better partner.
❑ 27. When you find client news in these alerts, send comments
❑ 28. Think strategically. When you learn of client developments reach out to show how your approach can help them achieve their goals.
❑ 29. When meeting with C-Level execs, bring insight and ideas, not just your product and PPT. Don't waste their valuable time.
❑ 30. Use LinkedIn to further establish your expert status in your field by answering forum questions
❑ 31. Use LinkedIn to post your own articles and information
❑ 32. Link your blog to your LI account to increase visibility
❑ 33. When it is of real value, post product or service news on LI
❑ 34. Care about the success of your clients. It's an investment in your own long term success.
❑ 35. See yourself as a partner or teammate to your clients
❑ 36. "Have your clients' back" (look out for them)
❑ 37. Remember your clients must report to someone. (CEOs must report to Boards and Shareholders). Do what it takes to help make them shine.
❑ 38. Act and speak with integrity, always.
❑ 39. Verbally thank clients for their support, loyalty and especially for referrals. It is not implied.
❑ 40. If and when something goes awry, (a) hear your client.
❑ 41. (b) Apologize; whether the error was yours, your team's or otherwise part of the project.
❑ 42. (c) Make it right, find an acceptable outcome for the client.
❑ 43. To accomplish the above, surround yourself with excellent team members and partners. You are as strong as your weakest link.
❑ 44. Ask the right, open ended questions to give you a better picture of what the client really needs.
❑ 45. Connect regularly, not always to sell them something.
❑ 46. Exceed expectations on projects. Allies over-deliver.
❑ 47. When a client has a challenge, be the partner they can always depend on to help.
❑ 48. Remember we do business with people, not companies.
❑ 49. Connect with clients on a personal level, find commonalities.
❑ 50. With every new client, see them as a member of your work "family," with the long term intention, *Once a Client, Always a Client.™*

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