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Assignment 3.2

Building Trust

Getting to know your client should be one of the first things you should do before you begin developing. Your client is the one that hired you, and is the one that truly knows what they want, or do they? One thing that one of my professors said a few years ago was “Sometimes the client doesn't really know what they want”, and through the few internships and small freelance jobs I had, this really stood out to me because I feel like they didn’t know what they wanted, and I would make a small change, and then they would want it to either be reverted back, or to be changed entirely again, and I feel like after reading this weeks assignments, I was missing the trust and communication that I should have had with them. “Businesses that develop great, long-term relationships with their clients are more likely to receive repeat business from those clients” (Editorial Team, 2021). Good relationships with your client will help with the work that you output, helping alleviate confusion when communicating, but it also helps by showing them that you are a good business partner, and they may even hire you again for more business. Indeed goes on to list 8 ways to establish and maintain good relationships with your clients. Starting with communication, Indeed says to give your client multiple ways to keep in touch with you, like cell phone and email. It's also important to establish regular communication to assess the project and answer any questions. Next is to stay positive. It's important to keep calm even if there are challenges or delays on the project, a positive persona should ease any worries your client has, and motivate them to stay positive about the project. The 3rd way is to share knowledge, the client may not be technically advanced, but you should always communicate clearly, and provide a clear timeline for the project with regular updates. Keeping the client updated allows them to feel comfortable throughout the process. The 4th item is to be open-minded, the client may request or suggest things for the product, and you should always do what you can to incorporate your clients needs and wants into the process. The 5th way is to “Remain Human”, where they are essentially saying that you should communicate with your client in person, though this is hard nowadays. Number 6 talks about Learning the clients needs, and goes over how you should understand how their company functions. Number 7 is to provide expertise, just like before with sharing knowledge, the client may not be technically advanced, so it’s good to give them ideas that may help improve whatever it is they want you to develop. Finally, to exceed expectations, Doing what the client wants is perfect, but doing more, that helps more, will definitely get you hired again for another job. It really boils down to good communication from both ends, if the client can communicate clearly to the developer, and the developer clearly to the client, the project will get done on time, with minimal problems.

Editorial Team, I. (2021, February 22). *How to develop and maintain positive client relationships*. Indeed Career Guide. Retrieved October 29, 2021, from https://www.indeed.com/career-advice/career-development/client-relationships.