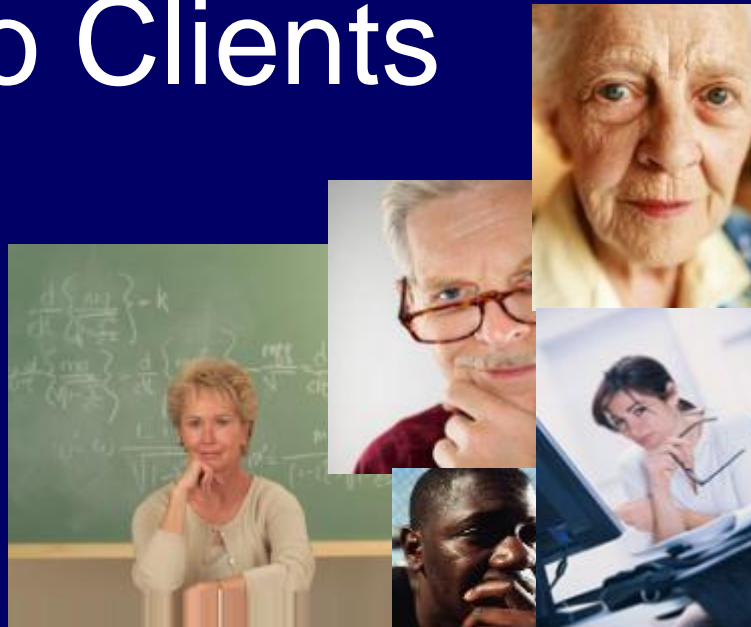


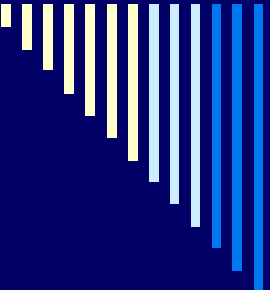
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# Defining The Client and Being Sensitive To Clients

Updated by Phil Andrews  
08/14/11

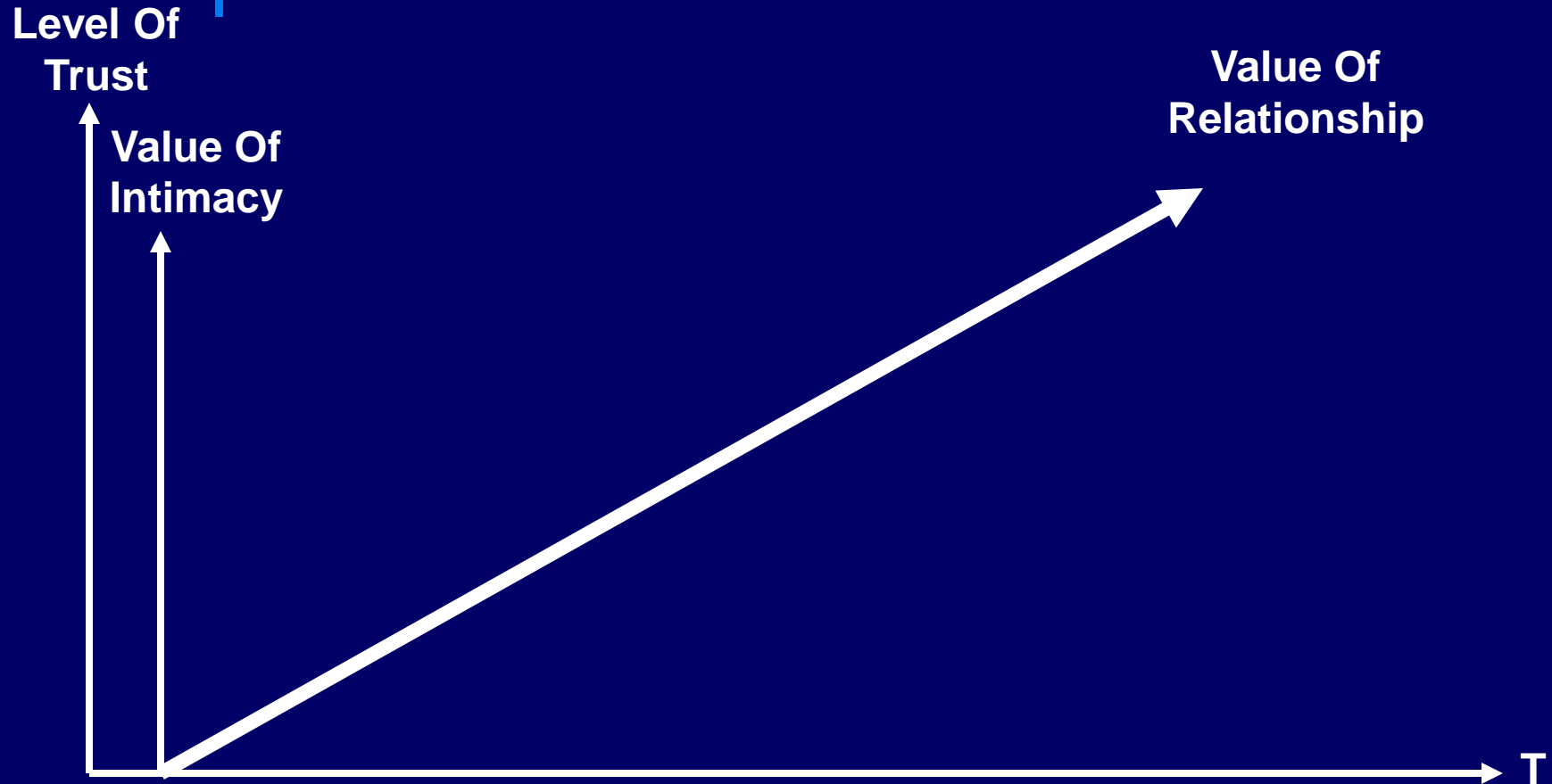




# What Is The Basic Function Of Client Service?

- Re-closing ---- by far the most important aspect
- Ensuring that all the post-sales aspects of doing business with clients
- Removing anxiety, handling complaints, addressing issues and concerns
- Advancing the relationship to the next level of intimacy

# Relationship and Payoff





# Things to Know About Clients and Client Service

- ❑ We are in an emerging Customer Experience economy
- ❑ 85% of senior business leaders believe that just differentiating on the traditional elements like, price, product and quality is no longer a sustainable competitive advantage
- ❑ 95% of senior business leaders believe the Customer Experience is the next competitive battleground
- ❑ Emotions play a vital role in sales and client care but they have been totally underestimated by the majority of businesses



## ... And This:

- ❑ Client discrimination can result in lost business, lost revenue and even expensive litigation
- ❑ Treating some clients like bad people that they are should not give you/us any satisfaction or praises. It only gives you/us grief, stress, anxiety, downbeat feelings, negative energy, and ill will. At the end of the day nothing is worth all that. The challenge is to take a negative client and turn her/him around in the most positive way possible --- that's when a praise is earned



# Moreover ...

- ❑ Clients are approached by competitors more frequently
- ❑ Clients have more options and more channels to choose from
- ❑ Clients demand instant gratification
- ❑ Clients have a sense of entitlement --- they know that they hold the upper card and they are willing to use it every chance they get



# But Interestingly Enough ...

- ❑ Client Service has been declining for years
- ❑ There are more complaints and overall unhappiness with service than ever before
- ❑ There are more consumer advocate and business watchdog groups than ever before
- ❑ There are more lawsuits pertaining to product liability and customer service issues than ever before ... and there are bigger awards given out by juries



# Clients Today are:

- ☐ Smarter
- ☐ Shrewder
- ☐ Price conscious
- ☐ More demanding
- ☐ More finicky
- ☐ Less forgiving
- ☐ Less patient
- ☐ Harder to satisfy
- ☐ Less loyal



# So, What Is It That Clients Want?

## □ Clients want:

- Value
- Communication
- Reliability
- Tangibility
- Assurance
- Empathy
- Personalized attention
- Exceptional care





# Clients Love To Be:

- ☐ Cuddled
- ☐ Loved
- ☐ Satisfied
- ☐ Delighted
- ☐ Enthused
- ☐ Pleasantly surprised
- ☐ Remembered, but not pestered
- ☐ Reminded, but not harassed



# Is There Anything Different About Our Clients?

- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆



---

What Do These Differences Imply  
To The Way We Treat Them?

# Discussion



# What Else Should We Do?

- Make our website pleasant --- put the customer at ease right away
- Organize around the client
- What else?
  - ◆
  - ◆
  - ◆
  - ◆
  - ◆



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