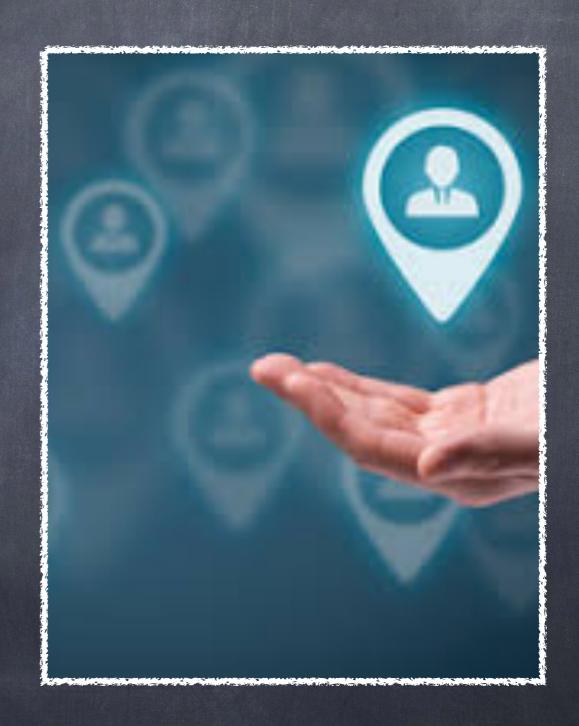
# Hygiene in Client Facing Communication

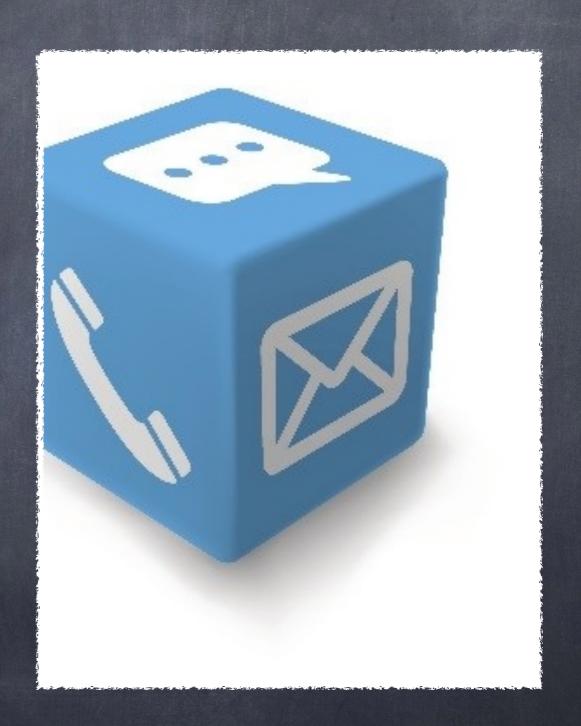
#### Who all?

- Clients
- Prospects
- Partners
- Inbound Website Requests
- Office Walk-ins
- Vendors



## Ways of Communication?

- Emails
- Messages (1:1/WA Groups)
- Phone calls (1:1 or Conference)
- Meetings (Virtual/Inperson)
- Newsletters



#### What all to consider?

- When to send each type of communication
- How to act /tone while communicating
- The content to include (and not include)
- How long communication should be
- Important communications that should follow the event



### When to send?

- Email/Message any time
- Pickup the phone anytime in office hours
- Schedule meetings beforehand with agenda
- Ask for feedback all the time

# How to act?

#### Calls

- Be Proactive (setting agenda, anticipate questions)
- Use analogies
- Listen more and acknowledge always
- Be patient
- Transparency works every time

## Emails

- Right salutation
- Paraphrasing
- Be polite proofread 2 times; See your reaction if it would have been you on the receiving end
- Over use of Request, Please and Thank You
- Write like you're writing to an acquaintance who you've utmost regard for
- Structure the email to make it readable
- Save their time | Inline responses | Concise subject lines
- Mention clear call-to-actions

# Meetings

- Dress like you belong, like their own
- Ice-breakers before anything (Establish a human connection)
- More often than not, say yes to Tea/Coffee buys you time
- Listen more, speak less (70:30 ideally)
- Irrespective of the outcomes, happy meetings at the end

# Client Facing Teams

- Understand their perspective and build a shared vocabulary
- Empathize. Empathize. Empathize
- Say "No" the Right Way
- Ask for feedback all the time

Thank you