

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/In-person)
- 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