**Suresh: Alright, everyone, let’s get started. We’ve been seeing some challenges with how we manage client expectations lately, and I think it’s time we discuss how we can approach things differently. Any thoughts?**

**Neha: Honestly, Suresh, I think the main issue is communication. Sometimes, we get so caught up in the details of the project that we forget to constantly check in with the clients. I think we need to establish more regular touchpoints with them, maybe bi-weekly or even weekly updates, just to ensure we’re on the same page.**

**Suresh: That’s a good point, Neha. Regular updates could definitely help prevent any surprises down the road. I also feel like we’re not always clear with the timelines. Some clients seem to think things will happen faster than they actually do. Perhaps we need to set clearer expectations at the beginning.**

**Anjali: Yes, and I think we should be upfront about potential delays or challenges from the start. Being honest about any issues that might arise, instead of trying to shield them from it, will build trust. It’s better to manage their expectations early on rather than risk disappointing them later.**

**Neha: Exactly. If we set the right expectations about timing and possible obstacles, clients will be more understanding if something does come up. We should also make sure we’re not over-promising on what we can deliver. Sometimes, in an effort to impress, we say we can do things faster or with more features than we can realistically handle.**

**Suresh: You’re right, Neha. We need to balance optimism with practicality. We don’t want to set ourselves up for failure by overcommitting. So, with that in mind, how do we think we should structure our initial meetings with clients? I feel like we’re missing some key discussions at the outset.**

**Anjali: I think it’s important to get a better understanding of the client’s long-term vision. Often, we jump straight into talking about deliverables and timelines without understanding what their ultimate goals are. If we know their end goal, we can better prioritize and align our work. We can also help them realize which parts of the project might require more time or attention, based on their long-term vision.**

**Suresh: That makes sense. So, we need to dig deeper during the discovery phase and really listen to what the client wants to achieve in the big picture. I also think we need to focus more on how we build relationships with clients beyond just the projects. How can we foster more long-term partnerships?**

**Neha: I think it’s all about follow-up. We often finish a project and then forget to check back in after a few months. But even after the project is over, we should be keeping in touch. A simple check-in email or even a call can go a long way. It shows that we’re not just here to get the work done, but that we truly care about their success. Maybe we could even share insights, updates, or industry trends that could benefit them.**

**Anjali: I agree. We could set up quarterly or bi-annual reviews with the client to see how they’re progressing after the project’s done, and if they need any adjustments or additional support. It’ll help us maintain that connection, and also position us as long-term partners, not just a one-time service provider.**

**Suresh: I love that idea, Anjali. Regular reviews would also give us an opportunity to upsell or cross-sell new services when the time is right. It’s all about staying top-of-mind with the client. But we also need to be mindful of how we engage with them. Sometimes, I feel like we’re too formal in our communication.**

**Neha: Absolutely. Clients appreciate a more personal touch. If we’re always using formal language and sending only transactional emails, it might create a barrier. We should make sure our communications are friendly and approachable while still professional. Little things like remembering their birthdays or sending a message to congratulate them on a milestone can make a big difference.**

**Anjali: That’s true, Neha. It’s the small, personal touches that show we value them beyond just the business. I’ve also noticed that we could be more proactive in our communication. Instead of waiting for the client to ask about something, we should anticipate their needs and provide updates before they even ask. It will help build confidence in our expertise.**

**Suresh: I completely agree. Proactive communication makes us look more organized and in control. If we can give them regular updates or solutions before they realize they need them, it positions us as more than just service providers—we become trusted advisors.**

**Neha: One other thing I’ve been thinking about is the way we handle feedback. We need to create an environment where clients feel comfortable giving us honest feedback, without fear of hurting our feelings. The best way to improve our relationship with clients is to be open to their input, even when it’s critical.**

**Suresh: That’s a great point, Neha. We need to show that we’re not just looking for positive feedback but also for constructive criticism. If we create a safe space for that, we can improve and adjust accordingly. Maybe we should start including a feedback section in our post-project surveys to gather more insights.**

**Anjali: I also think we should be more open to negotiating during the sales phase. Sometimes we’re too rigid with our pricing and scope, and that can turn clients away. If we can be a bit more flexible and find solutions that work for both parties, it could go a long way in building a better relationship.**

**Neha: Absolutely. Flexibility is key. Not everything needs to be locked in stone from the very beginning. If we can work out a mutually beneficial arrangement, it might even lead to more business in the future.**

**Suresh: I think we’ve covered a lot of ground today. To summarize, here are the action items:**

* **Neha: Develop a strategy for regular check-ins and personal touches with clients. Include some ideas for proactive communication and follow-up after projects.**
* **Anjali: Work on a framework for client reviews and feedback sessions. Develop a plan for maintaining relationships post-project.**
* **Suresh: Revise our initial client meeting structure to focus more on their long-term goals and less on immediate deliverables.**

**Neha: Got it, Suresh. I’ll start drafting a plan for those client touchpoints.**

**Anjali: And I’ll start outlining the quarterly review process.**

**Suresh: Great. Let’s aim to have these changes in place by next month so we can start implementing them with our new clients. Thanks for the productive discussion, everyone!**