



Cognizant

FTM: Customer Focus

What is your interpretation of this quote?

Think Like a Customer...Act Like an Owner



Key Topics

- Building Your Executive Presence
- Managing Your Client's Expectations
- Handling Crucial Conversations

Build Executive Presence

Executive Presence - Defined

The temperament, competencies, and skills that, when combined, send signals of both confidence and competence.



READ & REACT: <http://www.businessinsider.com/the-7-traits-of-executive-presence-2013-9>

The 7 C's of Executive Presence

- Composure
- Connection
- Charisma
- Confidence
- Credibility
- Clarity
- Conciseness



Managing Client Expectations

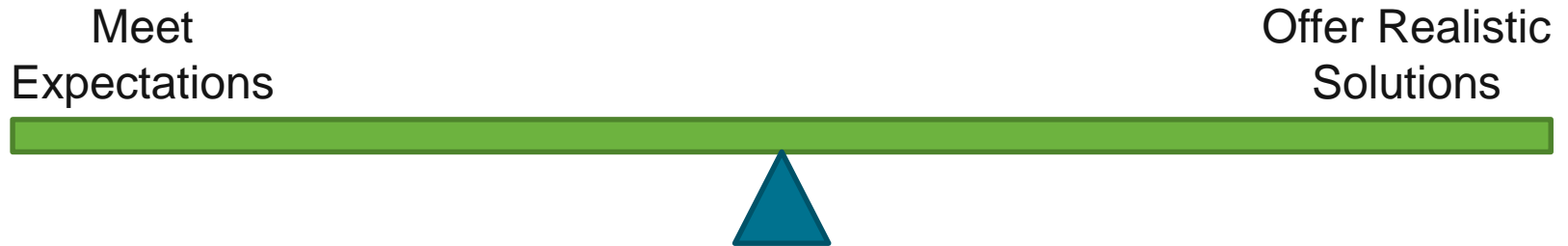
NEED, WANT.

**SUCH A
FINE LINE.**

A **need** is related to tangible deliverables which have been specified in the contract or statement of work.

A **want** is related to intangible deliverables which may or may not be specified in the contract or statement of work.

Manage Client Expectations



A client comes to you with a system integration need. They recently heard about a new software option that is now available and they want you to use this new software for the integration.

As the technical expert for your client, you know they need something different than this new software.

Manage Client Expectations

Know your authority: What can you agree to?

Prepare your talking points prior to the meeting.

Educate the client on all the requirements needed to meet their requests.

Prepare multiple timelines and scenarios to set realistic expectations.

- Timeline based on what is happening now
- Timeline if something goes wrong
- Timeline if everything goes right

Crucial Conversation Techniques

What are some techniques that you use when having crucial or difficult conversations with clients, team members, and your co-workers?



Crucial Conversation Techniques

- Communicate Your Intent
- Avoid Assumptions About Other's Motives
- Communicate Your Want of a Mutually Beneficial Outcome
- Communicate Your Commitment to the Conversation
- Examine Your Motives
- Avoid Limiting Yourself to 2 Options
- Share Your Point of View & Ask for Others to Share Theirs

Adapted from the book 'Crucial Conversations' by Patterson, Grenny, McMillan & Switzler, 2002



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Thank you
