BluePoint
VENTURE MARKETING

Top 10 Tips for Successful Client Interactions

1) Understand that managing a consultant should not be a full-time job, but getting results is.
2) Adapt your processes and thinking to the client's needs. That means making everyday interaction as simple and painless as possible.
3) All client communication and documents should be succinct and grammatically correct.
4) Develop a project brief for everything so you can be sure that you and the client are in agreement about objectives, scope, timing and budget.
5) Keep a tracker of all marketing programs and review with your client at regular intervals.
6) If a client isn't available to review/approve, move the process ahead to the best of your ability until you have a chance to connect.
7) Be efficient, do not bombard your client with emails and do not pack meetings and conference calls with too many people. If you are planning to multi-task during a call, you probably shouldn't be there.
8) Carefully choose the right vehicle for all communications. Phone, email, IM and in-person meetings all have their place – take a moment to think about which is best.
9) If you've got bad news to share, pick up the phone and talk it through with the client, right away.
10) Make your subject lines count – they are sometimes all a client has time to see. If you need immediate action on something, write it in the subject line so the client can prioritize