

A man in a blue and white checkered shirt is shaking hands with a woman in a grey and white striped shirt. They are in an office environment with a large window in the background. A laptop is visible in the foreground on the left, and a tablet displaying "Company's Growth" is in the foreground on the right.

# Nurturing successful client relationships

my<sup>®</sup>toolkit

**Bob Teasdale**  
**Customer Engagement**  
**Director**

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How to  
successfully  
nurture client  
relationships



Bob Teasdale  
Customer Engagement Director



**Poll:**

**How confident do you feel at building relationships with your clients?**

# 1. Be yourself – consistently

- Be the genuine you
- People like consistency
- “When you tell the truth you don’t need to keep notes”
- Do your customers know where they are with you?



## 2. Be interested in people

- Take an active interest in people – as individuals
- What makes them tick?
- This is an attitude on your part
- You can't 'automate' it
- ... and it's very hard to fake



### 3. Share your superpower

- Tell people what you could do for them
- Be open and up front about it
- Don't be the "Hello, I'm not selling anything" person
- Keep it simple and make it intelligible



## 4. Make it about them

- Put people at the centre of the conversation
- Lots of open questions: “Tell me about..”, “how do you..?”
- Listening – take notes (include the bits around the edges)
- Make them feel important



## 5. Give to Get

- Be a “real” person
- Share information about yourself
- Look for common ground
- A little charm goes a long way



## 6. Two ways to be different

1. Be consistently genuine and high quality
2. Always, always, do what you say you will
  - Create opportunities to prove it



## 7. Something only you have

- What makes you unique?
- Make yourself a source of opportunities and introductions
- Build up perimeter contacts
- “I saw this and thought of you”
- Ask clients “what’s a lead look like to you?”



## 8. Two powerful words

- Two words that will evolve your relationship...

1. “Why?”

2. “No”

- Time for a poll!
- “No”: not always easy to use, but it won’t damage the right relationship



## 9. Don't use 'anti-social' media

- We recently got all our staff on LinkedIn
- What happened?

**Lots of spam!**

- Don't be these people - but learn from the good ones
- Initiate a relationship – Yes
- No replacement for real personal contact



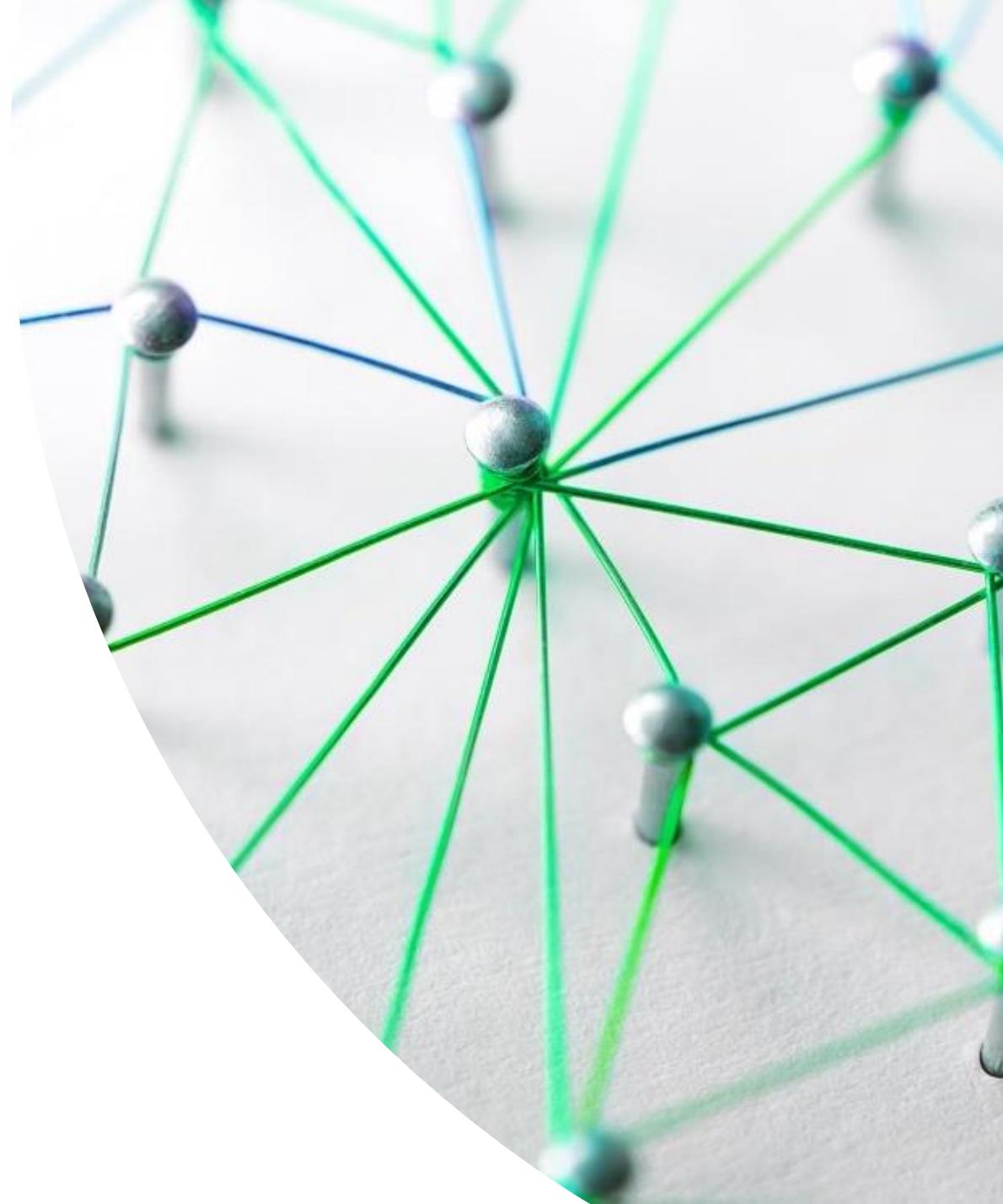
## 10. You can't be everyone's best mate

- There will always be a few people you'll never get on with
- It's often neither person's fault
- Fall back on professional courtesy
- 'Fess up' to your own mistakes



# 11. Measuring relationships

- How often do your clients initiate contact?
- Surveys – just 'cos you can ...



# Finally...

- ✓ **Practice makes perfect**
- ✓ **Spot examples that make you feel good**
- ✓ **Use the right tool at the right moment**
- ✓ **The magic happens over time**

***“I've learned that people will forget what you said,  
people will forget what you did, but people will never  
forget how you made them feel.”***

**Maya Angelou**



# Questions?



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**Next webinar:**

**How to get great reviews  
for your consultancy**

**Wednesday 17<sup>th</sup> March, 10am**



Hannah Wheeler  
**Social Media and Digital  
Marketing Executive**