

What's more important than talking to the client?
Talking to each other as a team!

Client Relationship Management

monograph

research

spring 2015



► **STRATEGY**

Host a "listening" meeting for key client or target. You listen to them make the presentation, take notes and develop a "target strategy" document.

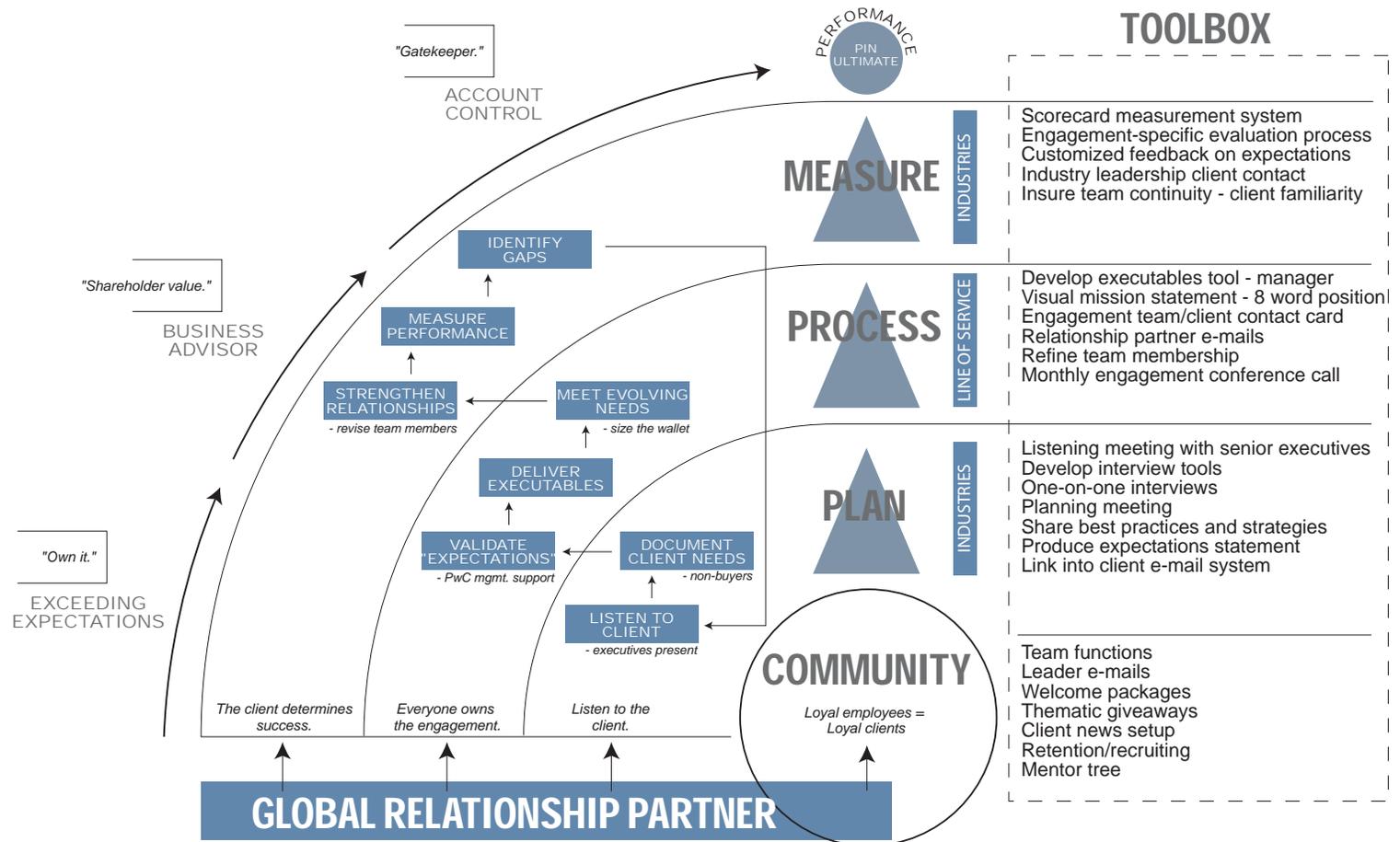
► **STRATEGY**

Create a "scoping kit" and send to the client or target. When you sit down, they will be better prepared to answer questions/

► **STRATEGY**

Host at the client or targets office. If you are willing to commit, they may be willing to host you.

CRM is about using people, processes and technology to develop sustainable, profitable and growing relationships with clients. Technology is an enabler of a strong customer service plan, not the solution.



INFONAUTICS