

How to Avoid and Overcome Client Communication Pitfalls

Presented by:

Donna Corlew, Chief Whatever-it-Takes Officer at C*Connect

Sarah Gonnella, VP of Marketing & Sales at Full Sail Partners



Agenda

Time	Agenda Item
1:00 p.m.	Announcements & Instructions
1:05 p.m.	Avoiding Communication Pitfalls (Sarah Gonnella)
1:35 p.m.	Effective Communication to Overcome Pitfalls – (Donna Corlew)
2:05 p.m.	Q&A

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RESOURCES

Webinars/Events

- Oct 15th | Demo: Vision Resource Planning
 - Oct 22nd | Demo: Vision Customer Relationship Management (CRM)
 - Oct 28th | UDIC Case Stories
 - Oct 29th | Demo: Vision Performance Management
 - Nov 3-6th | Deltek Insight
- Past Webinars: <http://www.fullsailpartners.com/resources/archive/>

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RESOURCES

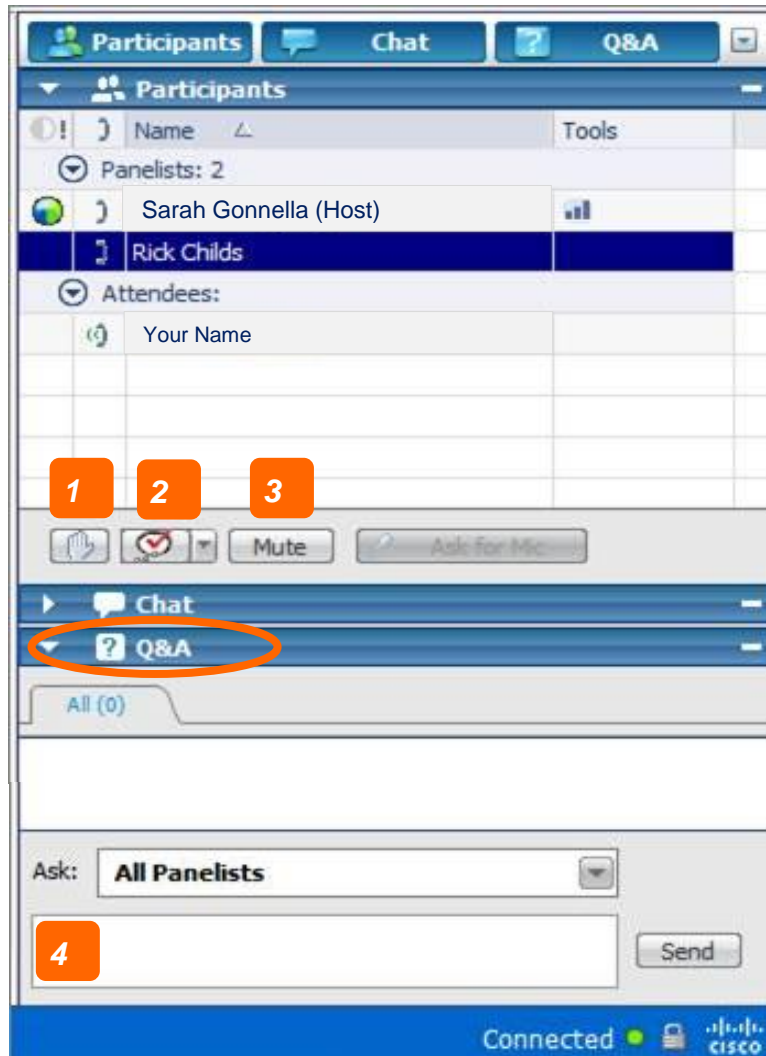
Whitepapers & Publications

- Whitepaper: Steps to Drive Firm Growth
- Whitepaper: Bridging the Generational Gap with Social Collaboration
- Whitepaper: Promoting a Culture of Collaboration
- Tackle a Project with Resource Planning
- 5 Elements of Effective Knowledge Sharing
- 3 Ways Deltek Touch CRM Gives Your Firm a Strategic Advantage
- Is Your Professional Services Firm Client-Focused?
- Empowering Client Feedback to Fuel Profits
- 9 Deadly Sins Owners of Consulting Firms Make

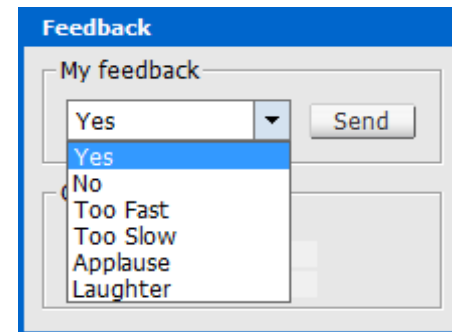
Whitepapers: <http://www.fullsailpartners.com/resources/whitepapers/>

Blogs: <http://www.fullsailpartners.com/FSPblog/>

WebEx Instructions



1. **Raise Hand** (be sure to click again to remove raised hand or feedback information)
2. **Feedback Tool** (use for yes/no questions or to provide the speaker feedback).



3. **Mute** (mute yourself when you need to talk to someone in your office or put the line on hold)
4. **Q&A** (Type in the Q&A dialogue box [Not Chat] to ask a question. Be sure to choose All Panelist)

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Avoiding Communication Pitfalls

Sarah Gonnella

Communication

Comes from the Latin meaning to
share

The imparting or
exchanging
of information
or news

Communication

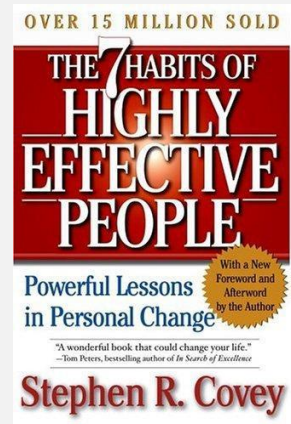
is more about
listening
than speaking

Communication

It is our basic nature to act NOT to be acted upon

The 7 Habits of Highly Effective People

by Stephen R. Covey, Simon & Schuster



Proactive vs. Reactive Communication

Consider the words you hear:

Reactive: There is nothing I can do!

Proactive: Let's look at some alternatives.

Reactive: That's just the way I am.

Proactive: I'll consider another approach.

Reactive: I must!

Proactive: I prefer . . .





Are you proactively communicating
with your clients?



How many of us are responsible for responding to client complaints?

Managing Client Complaints

- Research indicates that **54–70% of clients** who register a complaint will do business with the firm again **if their complaint is resolved.**
- The problem is, the **average business never hears from 96% of unhappy clients.**
- If their issue is resolved promptly, **retention of the client jumps to 95%.**

(Source: SMPS Marketer, August 2010)

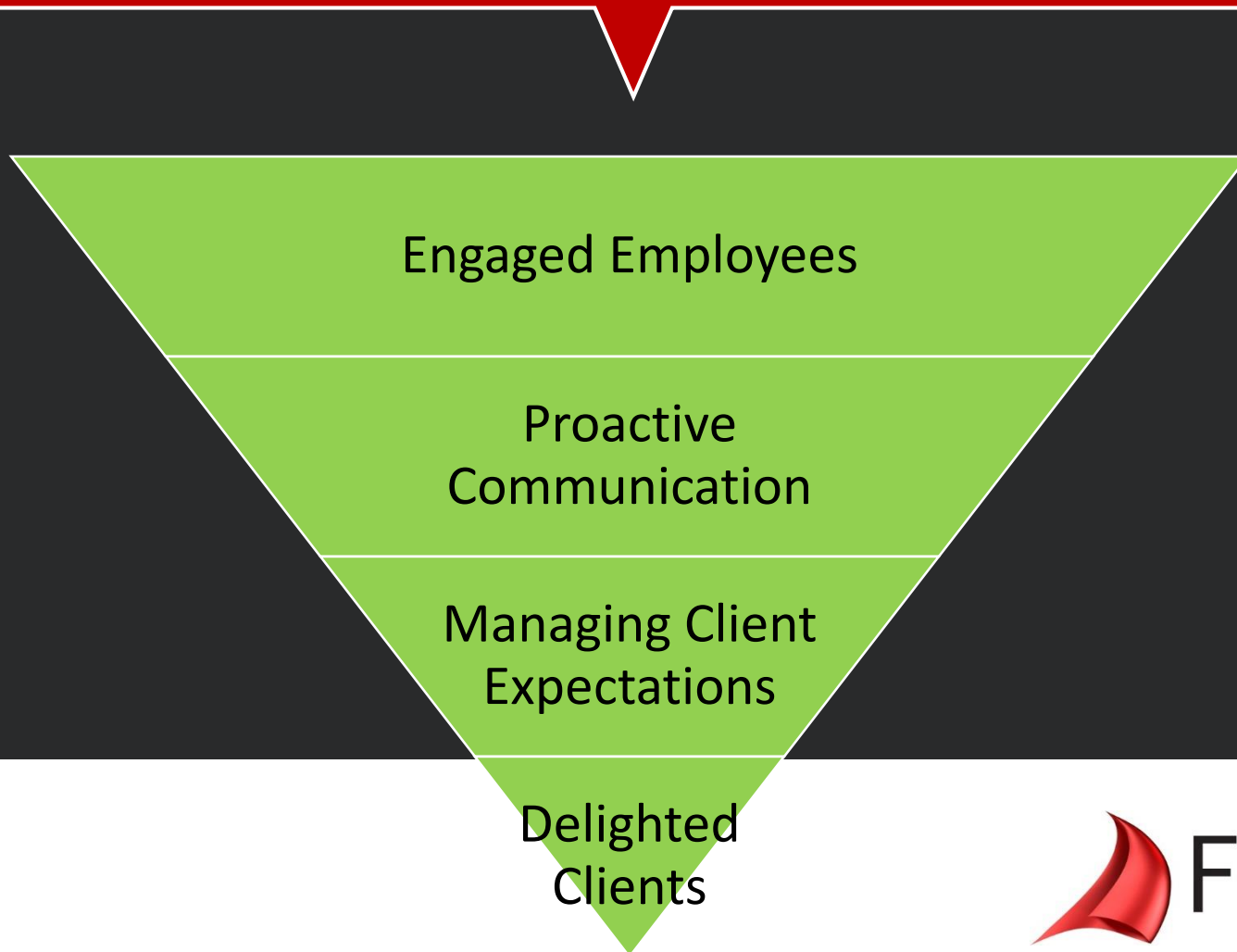
Proactive Communication



What is your firm doing to proactively retain clients?

It's **six to seven times** more expensive to gain a new client than it is to retain an existing client.

Client Management Funnel



Managing Client Complaints

- Research indicates that **relationship between employee attitudes and client**-related variables accounted for **40–80% of client satisfaction and client loyalty**.

(Source: SMPS Marketer, August 2010)

Why Do Clients Leave?

- 3% move away
- 5% develop other friendships
- 9% leave for competitive reasons
- 14% are dissatisfied with the product or service
- 68% quit because of an attitude of indifference toward the client by some employee

(Source: SMPS Marketer, August 2010)



The challenge:

How do we proactively identify when there is a client issue and obtain honest feedback while making sure the process doesn't dis-engage the employee?

Managing Expectations Through Feedback

Feedback should be a **process** in which the results of a service as evaluated by a client affect the **service delivery** to that client **while** the service is being performed.



Managing Expectations Through Feedback

The feedback process should **measure the service delivery process**, NOT the PEOPLE.



Managing Expectations Through Feedback

Feedback is about the
Client not about **You!**

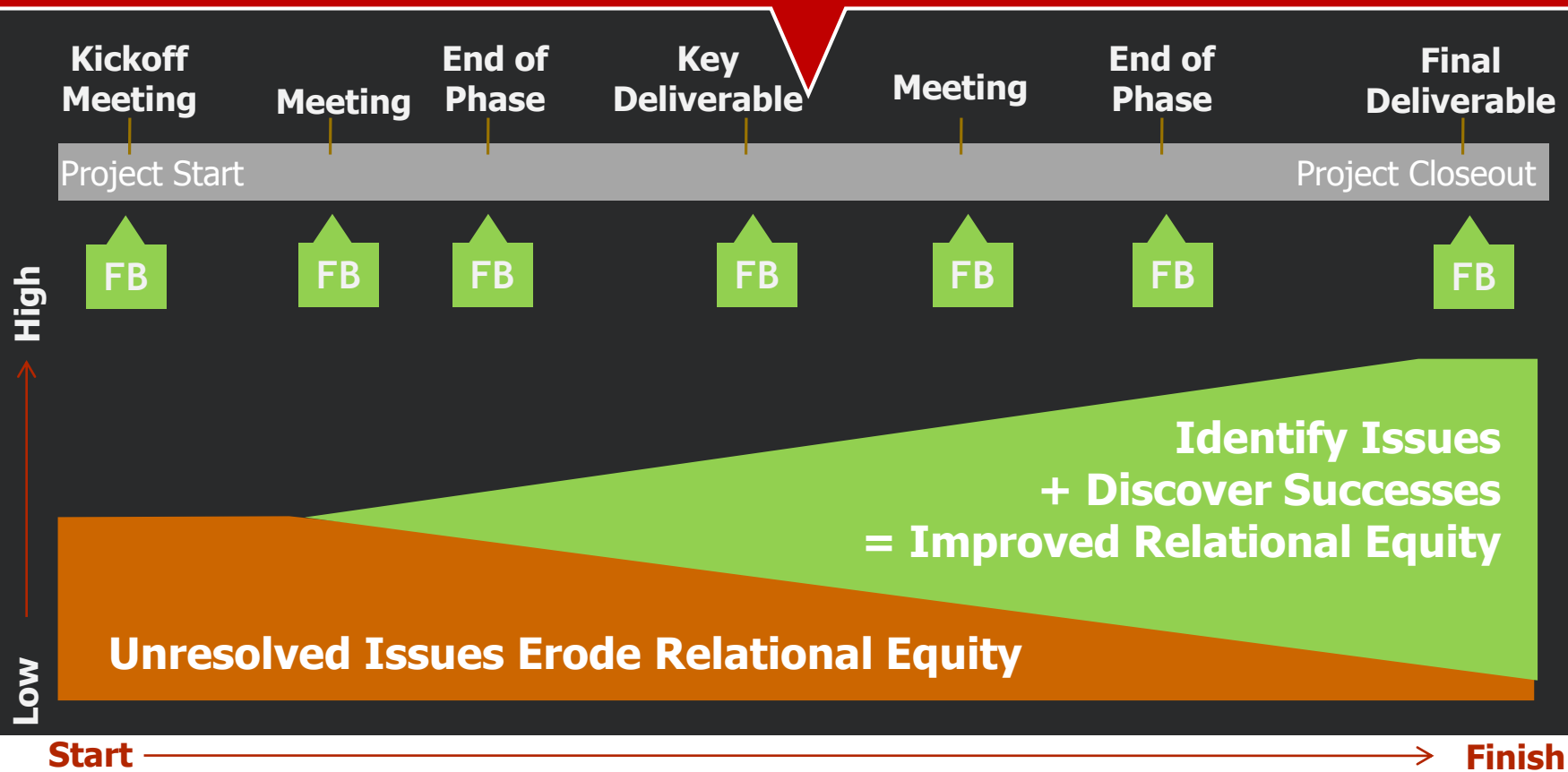


Are we giving our employees the
right tools to be proactive?

When Should I Get Feedback?



Understanding Relational Equity





What is the difference between surveys and feedback?

Survey vs. Feedback

What is the **purpose** of this survey?

Will this impact **you** your next stay?

Asking me **after** my stay, how helpful is that?

Hotel Survey

	Excellent	Good	Average	Below average	Poor	N/A
Overall, how would you rate our staff's hospitality? (Friendliness, courtesy, responsiveness)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, how would you rate our resort's public areas?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, how would you rate the value for the price paid?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, how would you rate the resort's ability to provide a relaxing atmosphere?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Typical Professional Services Surveys

Survey Questions

- Very Satisfied
- Satisfied
- Neutral
- Unsatisfied
- Very Unsatisfied

94% of results are *Very Satisfied* in professional services firms

Satisfaction is EXPECTED!

Satisfaction should be the BASELINE, NOT the GOAL!

Feedback Survey Questions

Helpfulness	How well does our process provide the level of help that you requested?
Responsiveness	How well does our process respond promptly to your needs?
Quality	How well does our process provide work of appropriate quality?
Accuracy	How well does our process accurately publish pertinent information?
Schedule	How well does our process handle our portion of keeping the project on schedule?
Budget	How well does our process help you manage your project budget?
Scope and Fees	How well do our invoices meet our fee agreements?
Other Comments	Please provide any additional feedback in the text box below.

Feedback Benefits

Effort and Assistance

Helpfulness

Budget

Help Managing Costs

There When Needed

Responsiveness

Schedule

Help Managing Time

Do the Right Thing

Quality

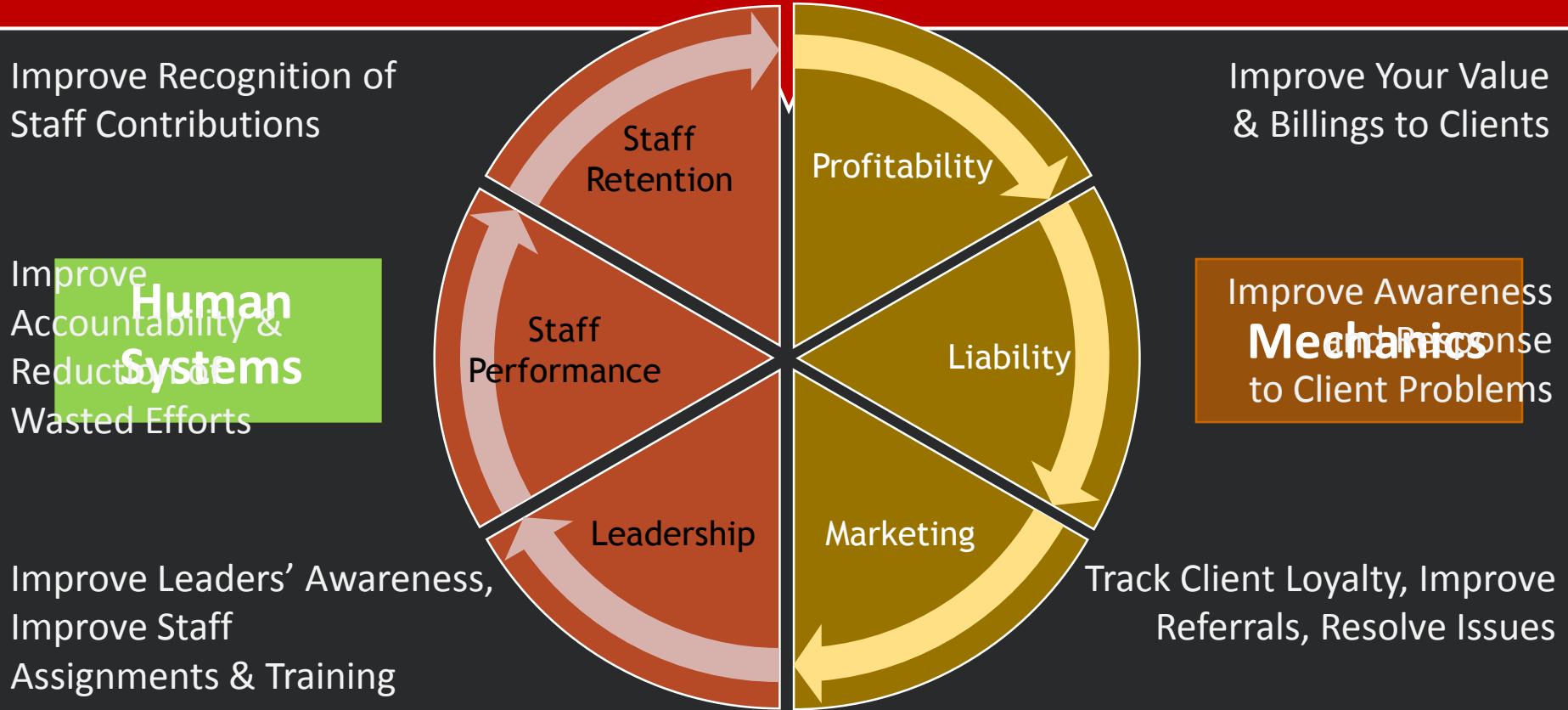
Accuracy

Do the Thing Right

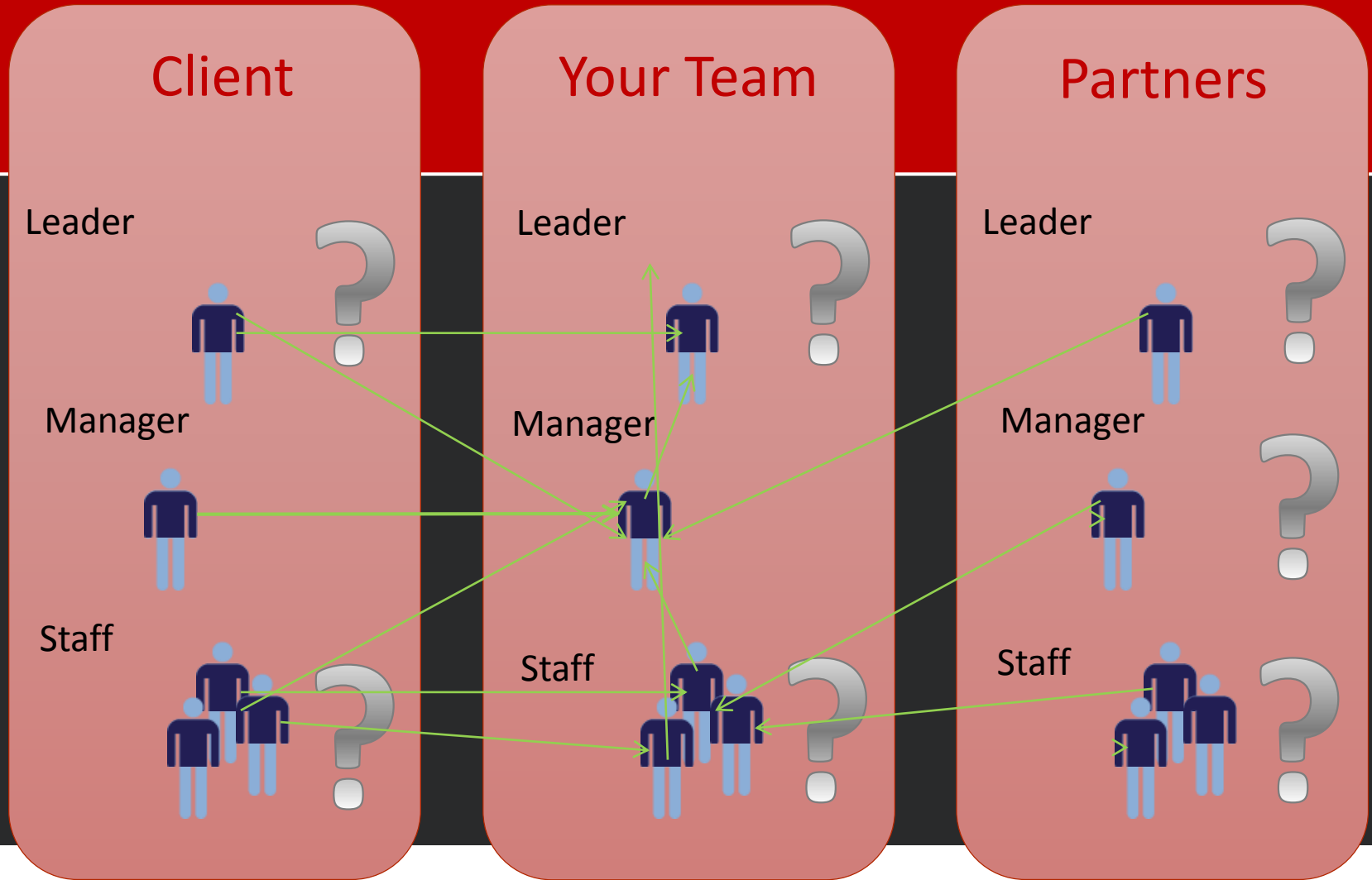
RELATIONSHIP

DELIVERABLES

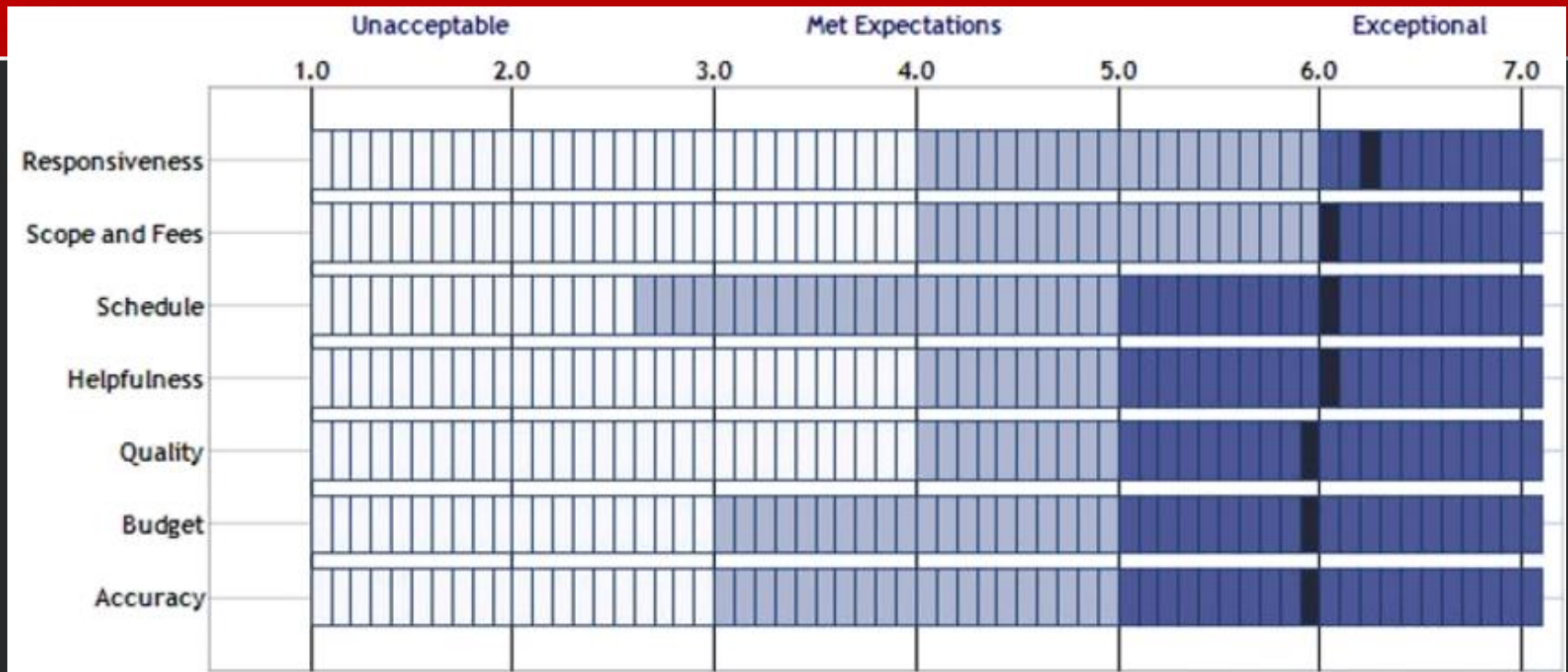
Feedback Benefits



Managing Client Expectations



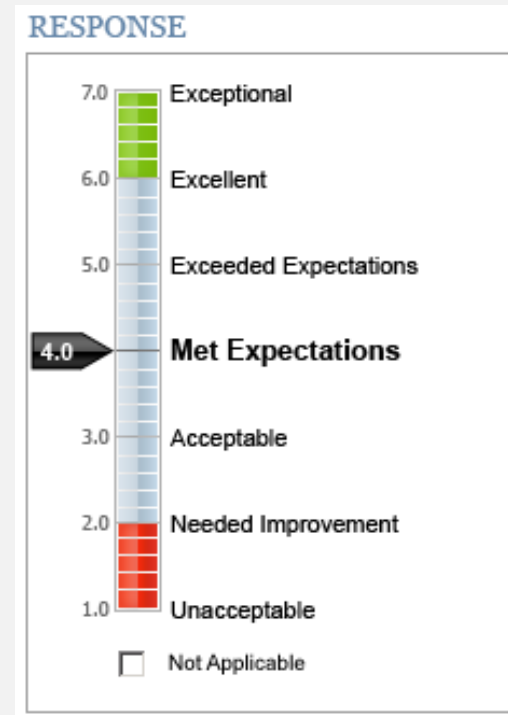
Feedback Results



What is measured is improved

Feedback Process Tool

- Automatic Centering
 - Starts at “Met Expectation”
 - Scale supports “process” questions
- Fast and Easy
 - Intuitive to use
 - Two seconds to score
- Capture Detail
 - Sixty level answer scale
 - Clients can ‘nudge’ the scores up or down



Dissatisfied Customers

- Given the opportunity, **dissatisfied customers will tell 8 to 16 other people** about the source of their service- or product-related frustrations. However, **if you make a prompt effort to resolve** the issue, **85 percent** of those customers are likely to **remain customers**.

(Source: sbnonline.com)

Follow-up Needed... Now What?

With a tool in place you can find that 96% of unhappy clients that won't tell you otherwise.

The tool lets you know you need to follow-up.

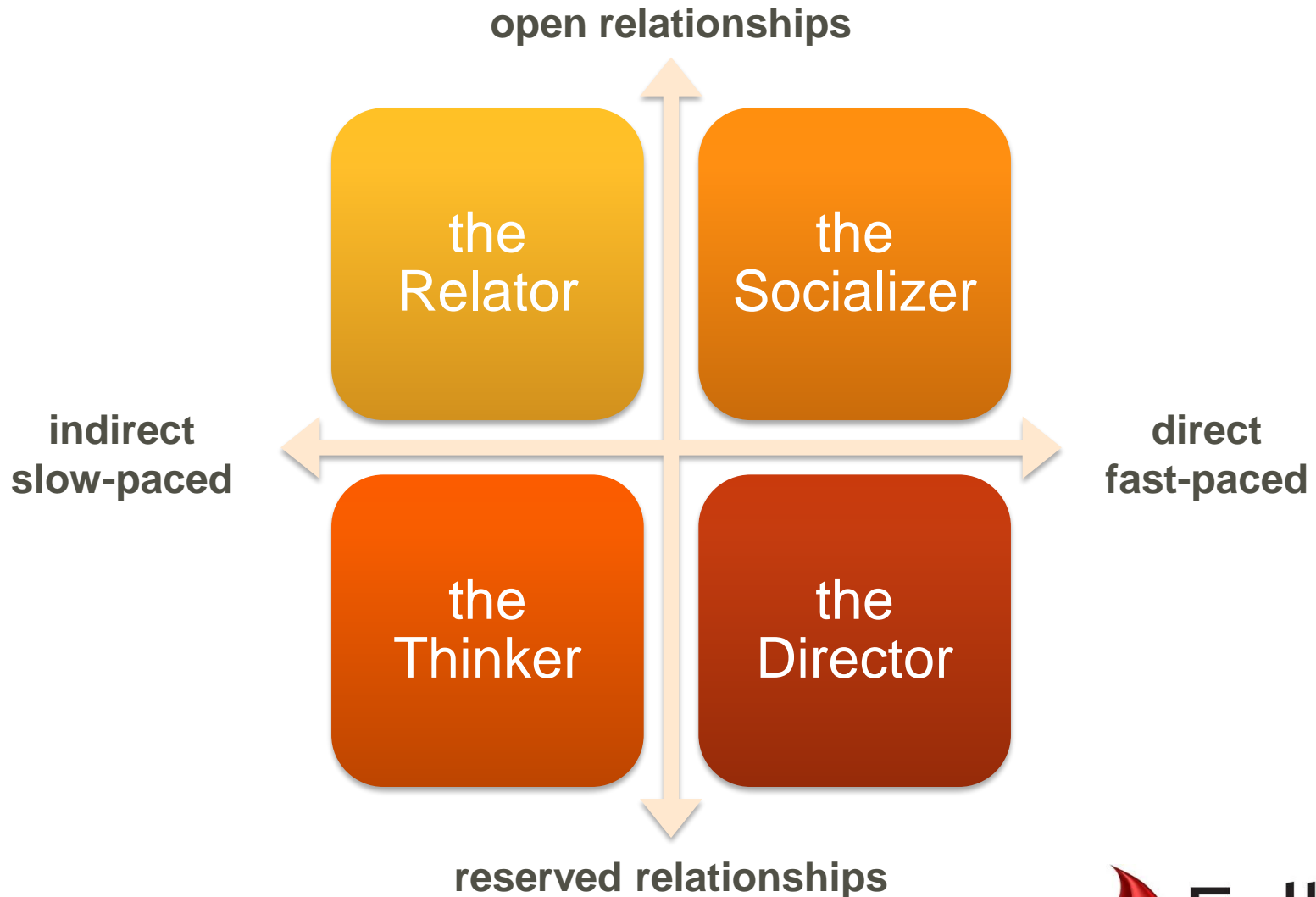
Now...

Effective Communication to Overcome Pitfalls

Donna Corlew



communication styles



connecting with a RELATOR

less intense
eye contact

moderate pace, softer
voice, moderate tone

listen to
opinions, ideas

don't counter with
logical arguments

time to make
decisions

hear their concerns
without reacting

mutual agreement on
goals, dates

connecting with a **SOCIALIZER**

direct eye
contact

energetic, fast-paced
speech

opinions of those
they respect

confirm agreements,
follow up with to-do list

social time in
meetings

experiences, people,
opinions, facts

'gut' feel

balance fun,
results

connecting with a **THINKER**

formal in speech,
manner

don't speak loud
or fast

pros/cons,
options

follow up in writing

punctual

organized, planned,
comprehensive

'risky' options generally
not welcomed

connecting with a **DIRECTOR**

direct, clear
and succinct

fast pace

specific, don't
over-explain

direct eye
contact

no small
talk

organized,
well-prepared

focus on
results

punctual, stick to
guidelines

build strong relationships with effective communication



10 ways to listen

concentrate

content, emotion

steady eye
contact

verbal feedback

patient

sincere, non-
judgmental

one sentence

how message is
said

acknowledge
feelings

pitfalls to avoid



10 qualities of an effective team player



- ① demonstrates reliability
- ② communicates constructively
- ③ listens actively
- ④ functions as an active participant
- ⑤ shares openly and willingly
- ⑥ cooperates and pitches in to help
- ⑦ exhibits flexibility
- ⑧ shows commitment to the team
- ⑨ works as a problem solver
- ⑩ treats others in a respectful and supportive manner

Questions?

Connect with Full Sail Partners:

LinkedIn: <http://www.linkedin.com/company/full-sail-partners>

Twitter: <http://twitter.com/#!/reachfullsail>

YouTube: <http://www.youtube.com/user/reachfullsail>

Thank you for attending

For more information contact:

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Hearing what you have to say, whether criticism or praise,
helps us provide you better information and service.

Please fill out the survey and provide your feedback.

www.fullsailpartners.com