



10 Ways to create remarkable client relationships:

1. Be Genuinely interested. You learn that your client has had a personal loss. Pick up the phone and call them.
2. Be a good listener. Don't communicate important matters by email or text.
3. Send them relevant information. You read an article in a magazine that's relevant. Tear out the page and send it to them.
4. Write a personal note or send a card in the mail.
5. Say Thank You. You can't say Thank You often enough especially when someone gives you a referral.
6. Do a Touchpoint Analysis. Identify every way your clients interact with you. Answering the phone, invoices, email signatures, proposals etc.
7. Keep asking for feedback. What do they like, what can be better? Make it easy for them to feedback. Let them know what you are changing because of their suggestion.
8. Do unexpected things at unexpected times. Make them say WOW.
9. Find the things you do every day that don't make sense or get a negative reaction.
10. Make sure that everyone on your team or that you outsource to understands the experience you are creating for clients.