

# EXCERPT

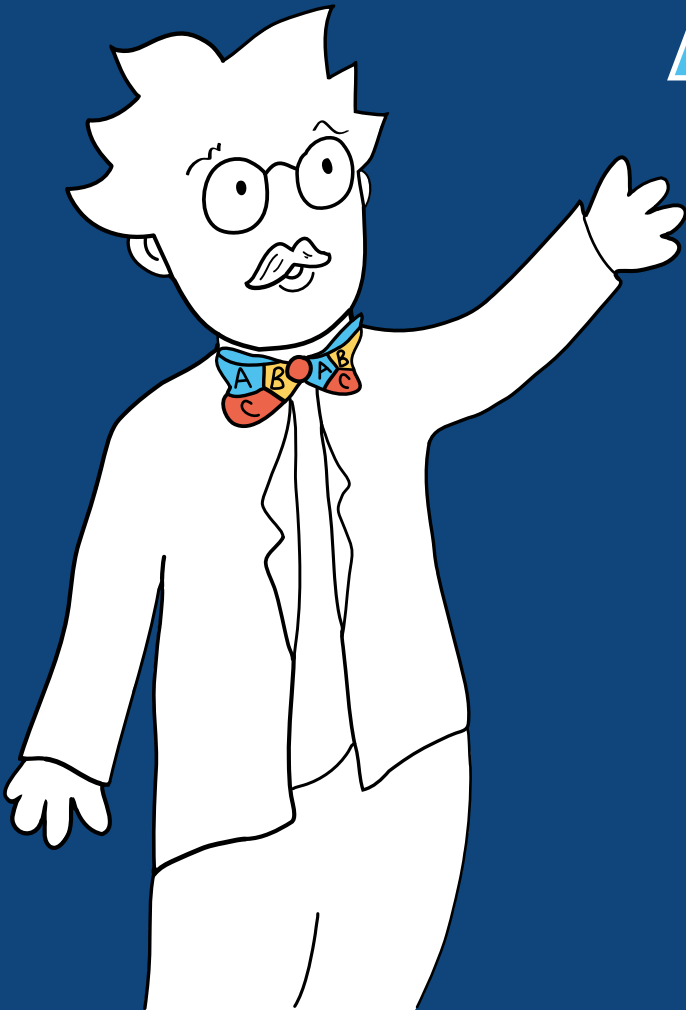
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# The Mad Clientist's

# ABCs

of

# Client Service



Michael B. Rynowecer

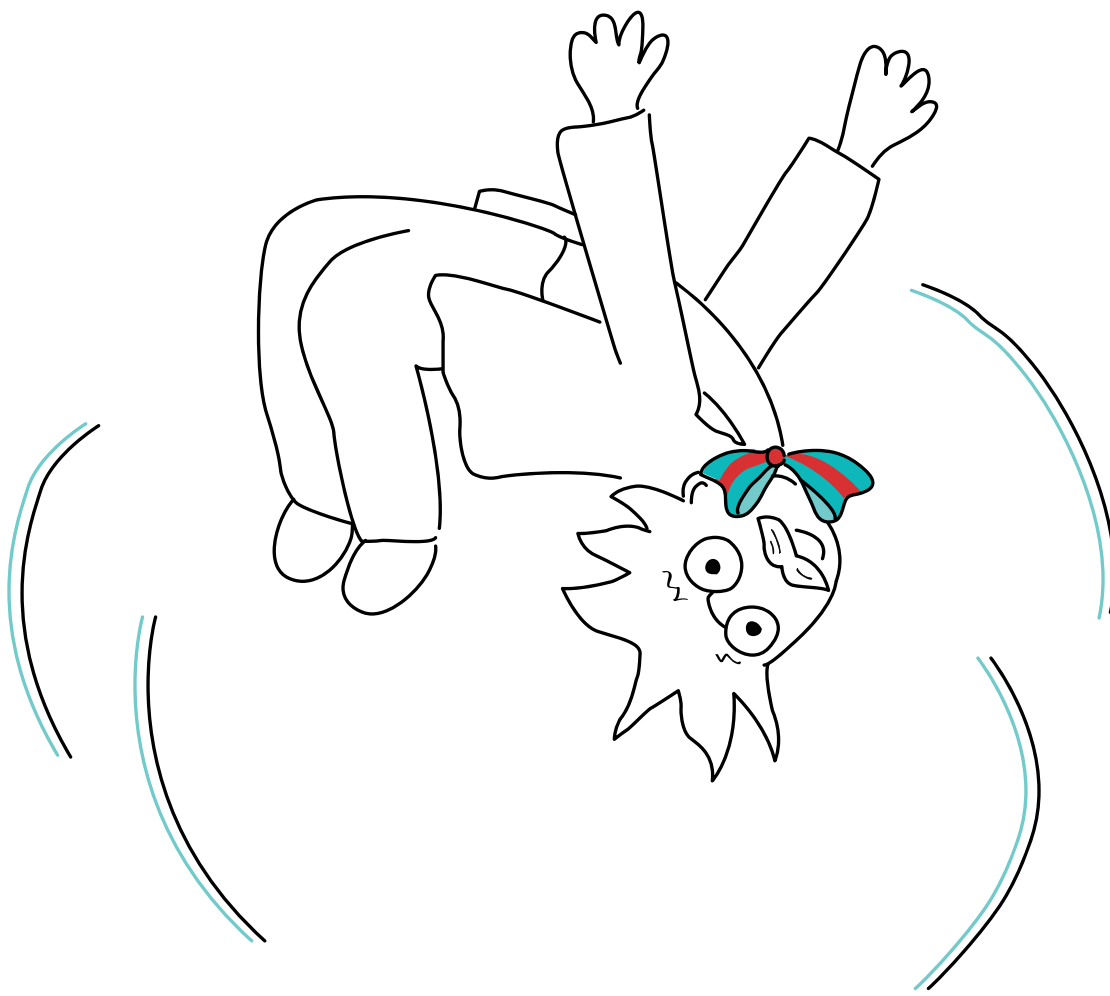
***“A relationship, I think, is like a shark. You know?  
It has to constantly move forward or it dies.”***

—Alvy Singer

(Allen, Woody, dir. *Annie Hall*. 1977. Film.)

Client relationships are no different.

**Client service** is the fuel driving new business and client relationships forward. I can write 22,000 words about client service—I did—see *Clientelligence: How Superior Client Relationships Fuel Growth and Profits*—but wanted to offer focused suggestions for anyone to be able to immediately boost their own client service performance, keep their client relationships moving forward, and develop more business without selling.

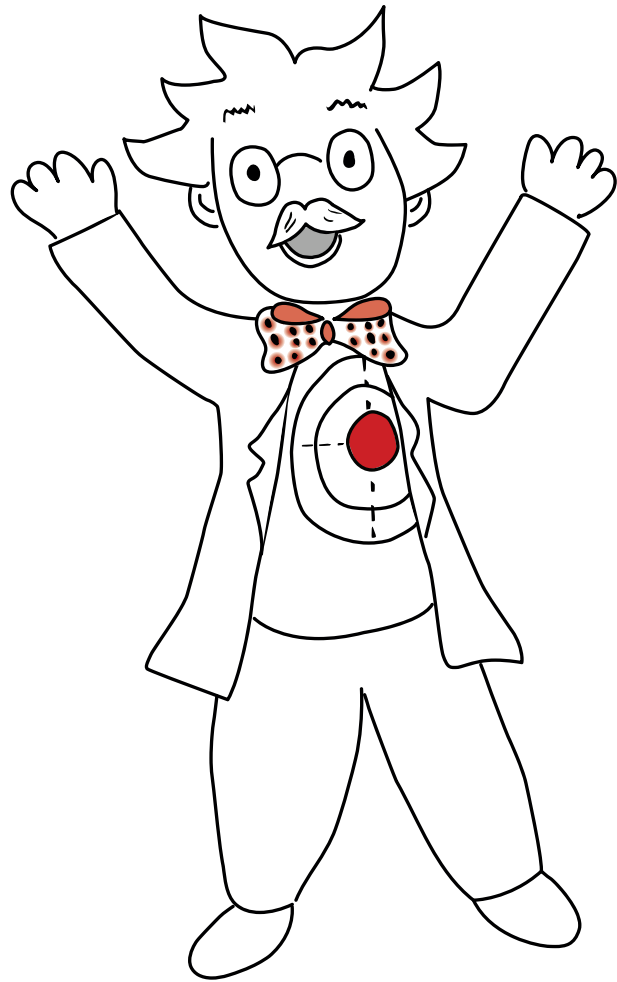


# A is for Action

Your Actions define your clients' experience.

Your clients engage with you in hundreds if not thousands of activities over time. Your behaviors, demeanor, and approach to these actions define how your client thinks about you. Clients want to see their goals, objectives, requirements, and interests driving your actions.

Act accordingly.



# **is for Bullet**

Take one for your client.

Clients want to believe you are committed enough to stand in front of them and take the heat. This may mean you take a hit for floating a controversial idea or plan or take a non-fatal trip under a bus.



# C is for Commitment to Help

Commitment to Help is the single most influential factor in any relationship. In a bacon and egg breakfast the chicken is supportive—but the pig is Committed.

Clients want pigs.

Commitment to Help is the highly subjective, personal judgment every client makes to determine if your goal is to solve a problem or bill fees. Your client's belief in your commitment is often clouded by unintended messages about rates, costs and your own interests.

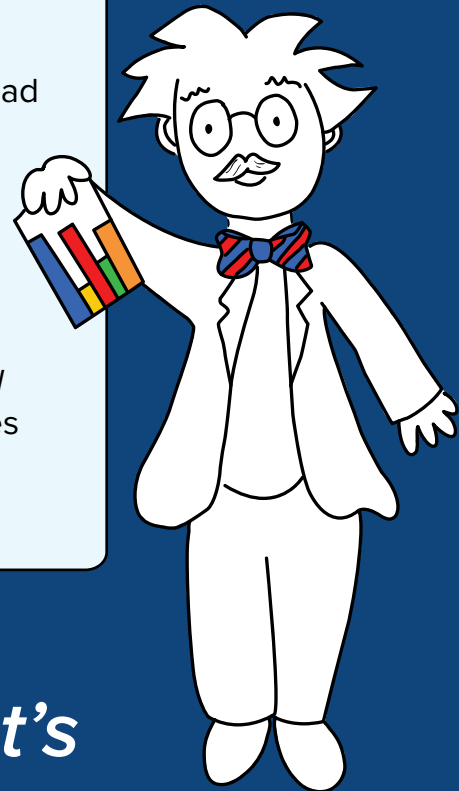


## THE MAD CLIENTIST'S ABCs OF CLIENT SERVICE

The Mad Clientist distilled 14,000 in-depth interviews with top executives into 26 pithy, pointed actions for you to start using today. Spend just 26 minutes with The Mad Clientist and his *ABCs of Client Service* and improve your client service immediately.

An unconventional look at a serious topic, The Mad Clientist, a.k.a. Michael B. Rynowecer, shows you how to deliver superior client service—from the client perspective.

Based on more than 25 years of experience analyzing client relationships with the best-run professional services firms in the world, *The Mad Clientist's ABCs of Client Service* opens your eyes to a whole new way of providing superior client service to each and every one of your clients.



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