

RELATIONSHIP MANAGEMENT

Lessons from the whole team during
COVID-19

Everyone right now



We'll chat about

- Why client relationships are so important - and sometimes particularly difficult now
- Accountability
- Language
- Optics
- Apologies
- How we're showing that we care

“People will forget what you said. They will forget what you did. But they will never forget how you made them feel.”

—Maya Angelou

Accountability

- We are accountable as individuals, within our team, and as a company to our clients
- What does being accountable mean?
- A building block of any relationship
- The role of language

Language

- Why this is so important when we are predominantly liaising via email
- Tone - check and check again with your client in mind
- How to word things that don't fall within our wheelhouse
- The value of speaking plainly

Optics

- What are optics?
- Third-party supplier invoices
- Line items in quotes
- Presentation in general (all documents, quotes, invoices, emails, presentations, meetings, manner)
- They are one of many clients, but we want them to feel as valued and important as possible (within boundaries)

A roadmap to apologies

- Why are apologies so important
- How?
- Listen
- Reflect it back to them (and how it impacts them)
- Take responsibility
- Give a reason (without being defensive)
- Map out a plan going forward
- Impress the shit out of them

Always keep in mind:

Where is the complaint coming from?

Make them feel heard and assure them that we are establishing concrete measures to change things. This is what rebuilds trust.

What inflames things even more is not apologising properly.

**“Your most unhappy
customers are your greatest
source of learning.”**

—Bill Gates

Showing that we care

- When people are stressed and distressed, they need a bigger response from us than they ordinarily would
- Overcommunicate
- Bring suggestions and ideas to them
- Make them feel heard (with little things and big things)
- Practically: delaying rate increases, giving discounts, checking in

“People do not care how much you know until they know how much you care.”

—Teddy Roosevelt