
THE CLIENT CONFESSIONAL

What Clients Want you to Know
But Don't Know How to Tell You

BUILDING INTIMACY WITH YOUR CLIENTS WILL ENSURE A MUTUALLY BENEFICIALLY AND LONG-TERM RELATIONSHIP.

Getting the client may be half the work but the job doesn't end there. Many providers lose clients because they focus too much on the transaction when what really matters is the relationship. Clients want to work with people they know and trust.

When you can dig down to the real questions a true relationship forms. And when the client is confident to ask the difficult or embarrassing questions, you have reached a new level. The better the quality of your conversation, the stronger the client. When you are "their person", they share you with the people they care about. Make a mistake? Clients who know and trust you are more likely to forgive you and stay the course. Open communication allows clients to discuss challenges instead of taking business elsewhere. And of course, clients who feel heard and understood refer more business than those who don't.

PROGRAM OVERVIEW

- 45 Minute Session
- Discuss the 10 questions clients have but don't know how to ask
- Learn how each of those questions will help you develop intimacy within the relationship