

What You Can Expect from this Best Practice

PURPOSE

- To give your new clients a 'soft landing' ensuring they are not feeling underwhelmed as your relationship gets underway
- To reinforce they have made a well-informed decision about working with you
- To continue to increase trust in you, the organization and your approach
- To demonstrate your proactive approach to managing client relationships

EXPECTED RESULTS

You will:

- Feel great knowing this new client has been fully brought into the fold with this simple welcome process, which delights (yet again) with the unexpected
- Provide a bridge of 'client-focused' activities to tide them over until the regularly occurring activities of the Client Service Program set in

Your clients will:

- Experience continued client servicing after they have given you their trust and confidence (i.e. signed the paperwork)
- Know you are there for them and pro-actively managing the relationship
- Feel important and appreciated (instead of used and 'sold')

ACCOUNTABILITY

You will:

- Create and deliver a welcome experience your clients will appreciate
- Involve others at the organization to ensure it is delivered flawlessly every time

Your clients will:

- Talk enthusiastically about what you do and how you do it – to anyone who will listen