



March 2009 Client Development Tip of the Month

Client Advocate

Things To Do

- Put yourself in the shoes of your most important clients and try to see their needs from their perspective (increase efficiency; enhance communication and feedback; reduce recurring risks; manage/decrease costs; support growth areas of their business, etc.).
 - Develop a list of questions to ask that will uncover those needs to learn how you can help them achieve their goals.
 - Determine what services, value, and/or contacts you can provide to serve those needs.
 - Schedule a meeting to present your first draft of suggestions and co-develop mutually beneficial solutions.
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Previous 2009 Client Development Tips of the Month

January – [Internal partnering](#)

February - [Show the love](#)