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DEVELOPING REVENUE-FOCUSED LEADERS
LEADERSHIP · BUSINESS DEVELOPMENT · RETREATS

January 2007 Client Development Tip of the Month

Receive Feedback From Last Year's Clients

Things To Do

- ☐ Arrange a feedback call or (better yet) meeting with your best clients
- ☐ Prepare great questions
  - » Ask questions to solicit feedback on your (and your team's?) performance
    - - Act on any suggestions quickly and visibly
  - » Ask questions to learn about their plans for the coming year
    - - In your area
    - - In other areas
- ☐ If opportunities arise, try for advances (next steps)

Measures

- How many feedback appointments can you schedule this month?
  - » Give yourself one point for conducting the meeting
  - » Extra credit:
    - - One extra point if the meeting is in person
    - - One extra point if the in-person meeting is conducted in their offices
    - - One extra point if you meet new decision-makers who could provide new work
    - - Two extra points if you uncover new opportunities

Client Feedback Meetings

(Print and fill in the boxes to create your personal scorecard)

Client	Meeting conducted	In-person meeting	On site	Meet potential new clients	New opportunities	Total