



The CONNECTION™

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What's the Best Way to Communicate With Your Client?

This week's tip is simple, but it goes a long way toward building client relationships based on mutual trust and professional respect.

Your goal is to have open client relationships, with plenty of communication back and forth - communication that provides value to your client. You don't want your client dreading your next contact because you seem to be making a pest of yourself. And every client is different when it comes to how he or she would like that relationship to go forward.

Score points with your client by asking this simple question, "How do you prefer that I communicate with you?" You give your client the choice of how he or she wants you to stay in touch, and how often. Your client recognizes that you value his or her communication preferences, and want to contact him or her in the way that's best. You'll undoubtedly receive more predictable responses from your client and you'll surely strengthen your relationship.

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