

CLIENTELLIGENCE

How Superior Client Relationships
Fuel Growth and Profits

17 Secrets for Superior Results

MICHAEL B. RYNOWECER

Clientelligence How Superior Client Relationships Fuel Growth And Profits

Andrew Sobel



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Clientelligence Michael B. Rynowecer, 2015 Behind every great rainmaker mover and shaker and leader are great relationships In fact replace great with superior People who make things happen make superior relationships first Relationships are the power source if not the very soul of doing good business the kind of business where clients smile and believe your value simply dwarfs your fee People who sell don't develop nearly as much business as people who develop relationships New business flows to those individuals and companies who can move beyond a transaction to a relationship People especially executives don't want to work with the person with the best sales skills They want to work with people who are emotionally invested in helping them and will pay significant premiums for this rare commodity The 17 activities within Clientelligence are proven drivers to superior client relationships In essence they are how clients define client service excellence and what they expect out of the providers with whom they have the best relationships Now you can use these activities to create and maintain superior client relationships of your own and fuel growth and profits *Clientelligence*, 2015

It Starts With Clients Andrew Sobel, 2020-03-31 World renowned client relationship authority shows you how to dramatically grow your business by mastering fourteen critical client development challenges Andrew Sobel author of the international bestsellers *Clients for Life* and *Power Questions* offers a proven 100 day plan for conquering 14 tough client development challenges and growing your client base in any market conditions He's encapsulated 25 years of unique research including personal interviews with over 8000 top executives and successful rainmakers into a practical roadmap for winning more new clients and growing your existing relationships You'll learn specific strategies to move confidently and predictably from a first meeting to a signed contract and discover the agenda setting techniques that create a steady stream of sole source business You'll master the art of reframing client requests leading to broader higher impact engagements You'll dramatically sharpen your ability to ask the powerful questions that can transform your client relationships And you'll learn to develop advisory relationships with influential C suite executives Andrew illustrates each weekly challenge with real life examples drawn from thousands of executive meetings He shares success strategies from having grown and led three highly successful professional service businesses Andrew has taught these strategies to over 50 000 professionals around the world and they're now available to you in this highly readable portable masterclass Whether you are early in your career and need a comprehensive guide to grow your client base from the ground up or are a seasoned practitioner who wants to accelerate your business growth *It Starts With Clients* will take you to the next level [Managing Customer Experience and Relationships](#) Don Peppers, Martha Rogers, 2016-10-25 Boost profits margins and customer loyalty with more effective CRM strategy *Managing Customer Experience and Relationships* Third Edition positions the customer as central to long term strategy and provides essential guidance toward optimizing that relationship for the long haul By gaining a deep understanding of this critical dynamic you'll become better able to build and manage the customer base that drives revenue

and generates higher margins A practical framework for implementing the IDIC model merges theory case studies and strategic analysis to provide a ready blueprint for execution and in depth discussion of communication metrics analytics and more allows you to optimize the relationship on both sides of the table This new third edition includes updated examples case studies and references alongside insightful contributions from global industry leaders to give you a well rounded broadly applicable knowledge base and a more effective CRM strategy Ancillary materials include a sample syllabus PowerPoints chapter questions and a test bank facilitating use in any classroom or training session The increased reliance on customer relationship management has revealed a strong need for knowledgeable practitioners who can deploy effective initiatives This book provides a robust foundation in CRM principles and practices to help any business achieve higher customer satisfaction Understand the fundamental principles of the customer relationship Implement the IDIC model to improve CRM ROI Identify essential metrics for CRM evaluation and optimization Increase customer loyalty to drive profits and boost margins Sustainable success comes from the customer If your company is to meet performance and profitability goals effective customer relationship management is the biggest weapon in your arsenal but it must be used appropriately Managing Customer Experience and Relationships Third Edition provides the information practical framework and expert insight you need to implement winning CRM strategy

Build Your Customer Strategy James G. Barnes, 2007-01-06 The customer relationships that a company is able to cultivate represent the most important asset that will never appear on its balance sheet From Chapter 1 of Build Your Customer Strategy Build Your Customer Strategy A Guide to Creating Profitable Customer Relationships spells out how to create profitable and lasting customer relationships It demystifies creating the great customer experience something that everyone seems to be talking about these days by showing you how to approach experience in ways your competitors haven't even thought of Praise for Build Your Customer Strategy A Guide to Creating Profitable Customer Relationships Jim Barnes has written a down to earth highly readable book that takes you through real examples with concrete ideas you can use today Fact is customers are the only source of revenue and Jim will help your company build the strategy to grow the value of each customer to your firm by making sure your firm becomes more valuable to each customer Don Peppers and Martha Rogers PhD coauthors The One to One Future and Return on Customer Jim Barnes is in a class by himself as a guru who truly understands customer relationships from the customer's point of view Read Build Your Customer Strategy when you're ready to move past slogans and technology based CRM projects to create real customer equity and long term profitability Bob Thompson CEO CustomerThink Corp and founder CRMGuru.com Build Your Customer Strategy is the book for leaders committed to creating genuine connections with clients Jim goes beyond conventional thinking to help businesses understand create and implement a strategy that will result in the type of long term loyal customers everyone wants the ones who bring their family and friends Anne Lockie Executive Vice President Sales Canadian Personal and Business Clients RBC Royal Bank Excellent reading Jim Barnes brings a refreshing perspective to

customer service loyalty and the importance of long term sustainable client relationships Insightful and very educational Stephen Foster Senior Vice President Operations Starwood Hotels Resorts Worldwide Inc Never Say Sell Tom McMakin, Jacob Parks, 2020-10-27 Learn the secrets of how recurring revenue is driven at expert firms like BCG KPMG EY and more Never Say Sell How the World's Best Consulting and Professional Services Firms Expand Client Relationships explains how to scale individual engagements into long term business relationships Cowritten by Tom McMakin the coauthor of How Clients Buy and expert in account development and colleague Jacob Parks this book provides insights from key rainmakers at firms like Accenture IBM and more into how they drive growth from existing relationships Never Say Sell is a business development guide for professional service providers like consultants accountants and lawyers whether they are sole proprietors or members of account teams tasked with expanding key accounts Doing good work with existing clients is not enough to have them come back to you again and again You must do more This book explores the techniques and methods that leading professional service providers use to add value cross sell and drive recurring revenue from existing engagements Never Say Sell will help you turn one and done clients into some of your most exciting and lucrative relationships It is a must have for any professional who benefits from repeat business **Igniting Customer Connections** Andrew Frawley, 2014-10-27 A new data driven approach to building customer relationships that fuel sustainable business growth Igniting Customer Connections explores how organizations of all sizes can build powerful and profitable customer relationships in a today's increasingly complex fast paced and fragmented marketplace Written by the president of one of the world's largest marketing firms the book provides expert insights about connecting with customers effectively across all channels and over time The central premise is a refreshingly different evidence based approach called Return On Experience and Engagement or ROE2 which delivers a new way to inspire and measure customer connections and improve business results The traditional marketing campaign a battle for attention with a clear launch date and endpoint no longer works Marketing is faster and more complex than ever and consumers now have the power to turn off the message Igniting Customer Connections explores the benefits of a new approach that enables companies to connect with customers rather than just talk at them Topics include Why classic ROI is losing relevance as a way to measure results and to budget marketing spend How to make powerful connections by taking full advantage of atomic moments of truth Amplifying the impact of customer experience and engagement Creating a continuous measurable repeatable process for growth The key to winning customers and building long term business is creating positive customer experiences that inspire ongoing engagement from Facebook likes to purchase decisions Based on data and stories drawn from dozens of top brands and thousands of consumers Igniting Customer Connections helps marketers create long term brand equity and sustainable business growth Love Your Clients and Profit Hanne Christensen, Jorgen Christensen, 2012-05 Love Your Clients and Profit is a must read for anyone truly interested in establishing themselves as the trusted advisor in their particular niche

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The Loyalty Edge Michael Morrow, 2015-04-28. *The Loyalty Edge* is a must-have resource for professionals who want to demonstrate value to their clients, forge deeper relationships, and want to stand out as the best of the best in a competitive industry. Ignite your energy and transform your business into an elite practice with effective client engagement strategies found in *The Loyalty Edge*. The tools provided in this book are award-winning and guaranteed to be applicable regardless if you are a seasoned professional or new to the business. Mike Morrow, CFP, a widely recognized expert in marketing and client loyalty, shares his step-by-step tactical process to retain clients and attract new high-quality prospects. He believes in the lifetime value of a client and the power of the client loyalty. Profit from the author's years of experience and learn strategic frameworks to foster long-term client relationships. Gain direct and concise insight into processes that will translate into increased profits. Discover ways to rank high on your client's go-to list, making your expenditures worthwhile. Attain the road map to achieve sustained growth. Find out how to calculate your client retention rate and why it is an important exercise for your business. Each strategy is complete with supporting tools to ensure easy implementation. A sought-after speaker for companies worldwide and successful financial professionals who utilize Mike's proven methods to sustain success.

Customer Connections Robert Edwin Wayland, Paul Michael Cole, 1997. *Customer Connections* will help you discover new ways to think about value creation. It pulls together the strategy and the action plan for building and managing customer portfolios and for leveraging customer relationships for competitive advantage.

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