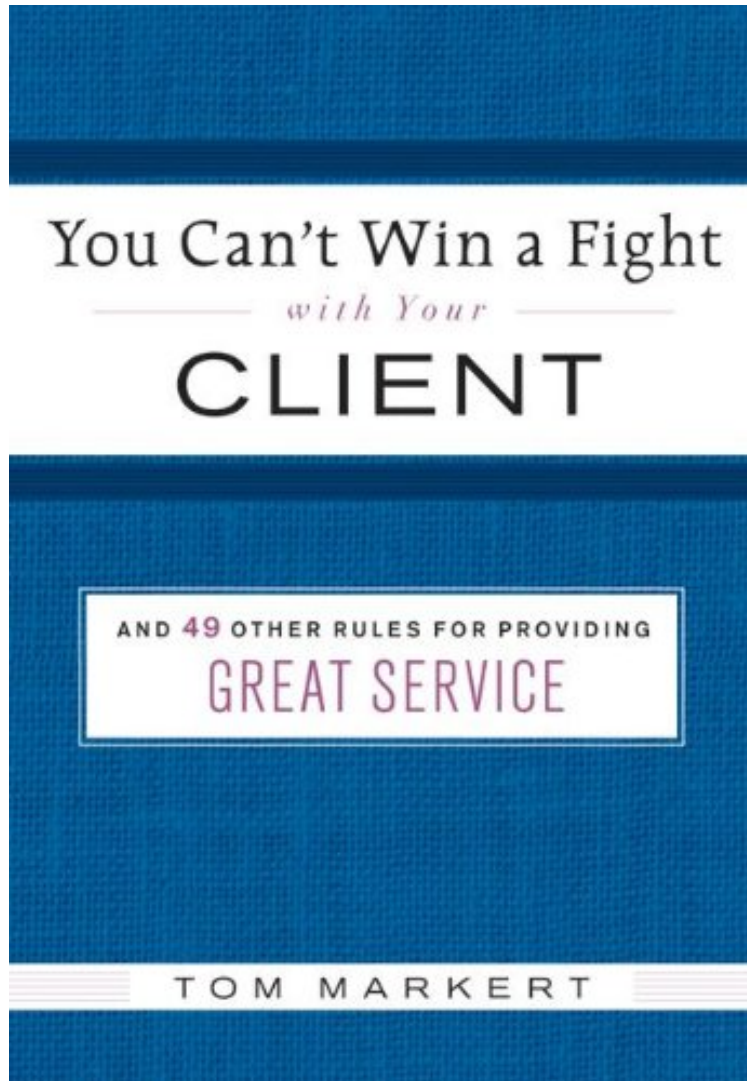


You Can't Win a Fight with Your Client: 49 Other Rules for Providing Great Service

Tom Markert

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Tom Markert : You Can't Win a Fight with Your Client: 49 Other Rules for Providing Great Service before purchasing it in order to gage whether or not it would be worth my time, and all praised You Can't Win a Fight with Your Client: 49 Other Rules for Providing Great Service:

2 of 2 people found the following review helpful. Account ManagementBy Andrew EverettThis book is about managing client relationships in a service economy, with a focus on the role of the account manager. The author was CEO of a market research firm serving Fortune 500 clients. To illustrate the importance of the account manager role, he quotes the CEO of a consumer goods company which derives 40% of its business from Wal-Mart: "If we are not

servicing them just right... our business is dead." The book offers 50 tips, each presented in an easily digestible two or three page chapter. Some of the rules deal with doing your homework. Rule #1 is "know your products." If a client asks if your firm has a certain capability and you have to get back to them, it sends a message that it is not one of your firm's core strengths. Also, being aware of the full range of capabilities enables you to make the client aware of them when relevant opportunities surface. Several of the rules are about building strong relationships. "Decisions today get made by a large degree of consensus and often by committee. Having a strong relationship with one person may not be enough for you to hold on to an account. And trust me--if something goes wrong, you definitely want to have lots of friends." Rule #29 is to make the best out of a bad situation. "Simple acts can diffuse gravely difficult situations in any business... Think about it. When you are sitting on a plane that is stuck on a tarmac because of a snowstorm, does it help if the pilot routinely gives you an update, or do you like to be kept in the dark? ... Similarly, when things go wrong with a client, find ways to mitigate the pain--and do it quickly... Timely communication and updates are always critical." Some of the rules are internally focused. Rule #49 is about keeping your behind-the-scenes staff informed. "If nothing else, it raises their morale and energy." The book concludes with Rule #50: exude quiet confidence. "The most successful client service executives always seem to possess the simplest quality: quiet confidence. They are not loud or arrogant. They are not mean; they are even-tempered. They are steady and sure-handed. They bring passion and energy to their work. They are undeterred in the face of difficulty. They may want to scream, but they never do. They don't hate problems; they love solving them. Great servicing occurs when you truly love the game of servicing and have the confidence to get the job done with maturity and grace." 3 of 3 people found the following review helpful. This is serious wake up call- like a smack on the side of the head by a pillowcase full of glass pepsi bottles. By Kamran A. Popkin Both simplistic and prescient, this book should be required reading by all people, at all levels, of all organizations. Nothing here is new, but all of it is so critical to a brand's success that it needs to be posted on all doorposts. I've heard it said that people don't need instructing as much as they need reminding, and this book is a concise, clear, tight little ditty that really could help your organization (and you) reframe your perspective. And it's a gentle reminder for all to keep their eyes focused on the important relationships. Who is important? The guy who cuts your company a check. The guy that recommends you to his friends. The guy that comes back, time after time. Treat them right, do the right thing. This is a must have. Buy them by the box, I think I will make it part of my holiday gift distribution this year.

In this follow-up to *You Can't Win a Fight with Your Boss*, Tom Markert returns to provide clever, timeless advice on how to offer exceptional service. The most important rule? You can't win a fight with your client! As American companies large and small have shifted their focus from manufacturing to providing services, keeping clients satisfied has become critical to the survival of every business. Yet, very few people have mastered the art of managing clients successfully. In *You Can't Win a Fight with Your Client*, Tom Markert argues that the secret to great service lies in understanding and applying a few fundamentals. In fifty small doses, he provides practical advice on how to manage your relationships with your clients and ensure they receive the kind of service that will keep them coming back for more. A perfect resource for anyone working with clients at any level, *You Can't Win a Fight with Your Client* is the no-nonsense, straightforward guide to keeping clients happy in today's hypercompetitive and demanding business environment.

About the Author Tom Markert is CEO of Ipsos Loyalty Worldwide, a Market Research provider to many Fortune 500 companies and is currently a member of the Board of Directors of State Auto, a publicly traded property and casualty insurer based in Columbus, Ohio. He has held leadership positions at AC Nielsen, Citicorp, and Procter Gamble and has held positions on the board of directors of the Australian professional basketball team the Sydney Kings and the American Chamber of Commerce in New South Wales, Australia. He lives in Connecticut.