

Adding value to client relationships

- value for fees paid is #1
- technology as a binder
- improve communications
- offer regular status reports
- seminars
- workshops
- appraise of things they ought to know
- newsletters
- advisories
- information brochures
- client list
- make clients aware of library stock and new materials of potential interest
- work at client offices
- go into client offices
- introduce clients to others - recommend other service providers, customers, etc
- buy from clients
- client forum
- make clients look good
- make clients aware of relevant seminars and conferences you've attended
- ask clients to co-speak and co-author
- improve their profile
- send them clippings/articles of interest
- help them to find ways to save money
- do client training programmes
- tell clients about service quality initiatives
- use quality programme as a marketing initiative
- free five minute phone calls.