

Client relationship marketing

- **Basic**
what you see is what you get, and no further contact between provider and customer
- **Reactive**
call me if you have further questions
- **Accountable**
I am calling to see if everything is working ok, and if you have any suggestions
- **Proactive**
I call to tell you of our new products, services, etc
- **Partnership**
Let's work together to find a better solution