

## WEEK 12

### Challenge: Create a Personal Promoter

- ✓ First, read or listen to **Week 12: Get Clients to Root for You** in *It Starts with Clients* (pages 189-200 in the hardcover version)

There is a big difference between a satisfied client and a personal promoter. A satisfied client feels you've met their expectations. You have delivered what you promised. They would probably use you again. Or maybe not, if someone else offered to supply the same product or service at a lower cost. It's very important to have satisfied clients. However, a client who is *only* satisfied is not necessarily a *personal promoter*.

Think about a good restaurant versus a great one. You rarely tell anyone about a restaurant that's just good. But you can't wait to tell your friends about that amazing new hole-in-the-wall that serves the best sushi you've ever eaten...

### Assignment

#### Identify Actions to Build a Personal Promoter

Use the worksheet on the next page to identify actions that will help turn one of your "satisfied clients" into a personal promoter who actively roots for you and spreads the word about how invaluable you and your firm are.

## Developing Ideas to Create a Personal Promoter

Name of client executive: \_\_\_\_\_

Technique	What's your idea or next step to use this technique?
<b>Build a personal relationship</b>	
Be curious and ask more questions	
Connect around commonalities	
Invest in face time	
Be human and accessible	
Practice appropriate self-disclosure	
Get them out of the office	
<b>Help them on a personal level—e.g.:</b>	
In a crisis	
Around their career	
To expand their learning	
To increase their network	
To manage their team better	
Around community/nonprofits	
To improve their personal leadership	