

## **Must-Do Tips No 42: The Decision-Maker Dance**

Identifying and building successful relationships with *"they that have power (to decide)"* is the perennial concern of most client teams in the professions - and rightfully so. It can be a difficult business, akin to the complexities of and fleet-footedness required to perform a dance. The penalties for inactivity or inaccuracy could be severe: not being asked to re-pitch or just the slow leaching away of business that used to be ours by right. To help ward off these symptoms, here are three issues to consider.

### ***Tip 1 - Who Are They?***

Many conversations that we have with professionals can tend towards the simplistic as in: *"there is only one person that makes the ultimate decisions, who is senior and never changes"*. Except that (s)he can and does change. Depending on a number of factors, responsibility for saying 'yes' and signing off can move up or down the hierarchy. For example, when times get tough, buying decisions have a habit of moving up the client organisation, as senior management focuses more on counting the beans. The best client handlers are aware of and attuned to such issues and check them constantly.

### ***Tip 2 - There Are OTHER Roles?***

Yes, the sometimes numerous other client people that we deal with all perform influencing roles. Understanding the dimensions of these roles can be vital. Although such individuals don't necessarily make the decisions to buy, if we get it wrong with them, they may have a significantly adverse impact on those who do. The day-to-day **USER** of our services is one such role. Annoy or frustrate enough of them and we are in big trouble.

### ***Tip 3 - Why Map Relationships?***

The "numerous others" referred to in Tip 2 can mean a list of contacts for a particularly large and complex client relationship that runs into the hundreds. Keeping tabs on "who is dealing with who" to ensure that all bases are covered is a big challenge, without a system in place that keeps up-to-date maps on who we (don't) know.

If you want to know more about how People Scope can help in building better client relationships for your firm (including training and development), hit 'Reply' and type **Decision-Maker Dance**. Of course you could always:

....go to our website at [www.peoplescope.com](http://www.peoplescope.com).

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Best regards.

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