

Must-Do Tips No 44: Beyond Stalkerdom

How to maintain contact - and therefore visibility - with important clients or prospects when nothing (or not much) is happening? "What do I DO when there is no transaction on the go?", they ask.

Well, of course, marketing communications (newsletters and the like) do help: except that there's no guarantee they are read. Other than doing and rapidly exhausting the obvious avenues (see Tip 1 below), many professionals soon arrive at the psychological state of **Stalkerdom** (*n. fictional: negative perception of having to contact clients without any apparently justifiable reason*), and so do nothing. But there are cures..

This month, three things to consider that can actively combat the signs of Stalkerdom.

Tip 1 - not another lunch!

Yes, we're afraid it is another truth universally acknowledged that there are only so many times you can take a client out before lunch or event fatigue sets in. And what about those sensible individuals who don't want to 'do' Quaglinos or the Six Nations? Going to lunch or events is the most overused item in the professional's contact toolkit. Try it as a last resort..or better still go to their place for a coffee. They might appreciate it and you or your professionals might learn more.

Tip 2 - proactive antennae

Pretty consistently in many surveys, what clients say they want is proactive communication from providers about issues of specific interest to THEM and THEIR BUSINESS. By which they don't mean the odd newsletter that is broadcast to everyone on the database. For those professionals who can raise their heads out of the Blackberry trough for long enough, the possibilities are plentiful: a recent article on upcoming legislation that will have an impact on the company's bottom line; a business contact who could help the client out in another area etc. etc. Of course, this does require sufficient knowledge of the client's business (and not just the bit that 'we' deal with either). Which reminds us of another thing..

Tip 3 - add value for "us"

In our experience, what often distinguishes one professional firm from another in the eyes of the client comes down to individuals who are focused not just on the technical excellence of what they do, but on the goal of continuously improving the client 'experience'. As in: "How can we improve the way we do business together?" and "How can we help the client get better?" For them, there is no such thing as this feeling of Stalkerdom, because they are talking to clients regularly about these issues, identifying improvements to be made*, and making sure that they are implemented - even if no fees are attached!

*** Tactics and strategies for this activity are covered more extensively in the People Scope resource article: "The Ties That Bind"**

People Scope works with professional firms to help them overcome feelings of Stalkerdom with their clients. To know more, hit 'Reply' and type **Beyond Stalkerdom**.

For a free copy of "The Ties That Bind", just hit 'Reply' and type **Client Bonding Activities**.

Of course you could always....go to our website at www.peoplescope.com.

We welcome feedback on what you think about "Must-Do Tips". If you like it hit 'Reply' and tell us specifically what you have enjoyed. If there is a topic or issue that you would like us to cover what is it? And if there is something that annoys, tell us too! We want to improve.

Finally, if you do NOT wish to receive "Must-Do Tips", press 'Reply' and type 'Unsubscribe': we will do exactly that.

Best regards.

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