Must-Do Tips No 48 – Tackling Team Troubles

Whisper it quietly...but many clients know when your professionals are not working well together as a team - and they don't like it.

Any deal with more than one person on it requires team effort. But unfortunately, clients can receive the antithesis of good service here: partners not communicating with colleagues or associates; clients being told different things by different people; even intra-firm turf wars being played out with the poor client as the battle ground. And all of this overseen by Relationship Partners who don't (or can't) see the mayhem being caused nor the dissatisfaction sown.

As one client put it: *"Usually, we end up having to call or chase them, ask constantly about what is happening, and brief individuals again and again about the same thing because their internal contact is so poor. It's highly unprofessional, and a waste of my time!"*. For the business development-conscious, there is sometimes an added or implied comment along the lines of *"..and I won't be using them again"*.

This month here are three things for your professionals to help them make a better fist of the team thing and secure their chances of doing more client work.

Tip 1 - create the right conditions

Primarily (but not exclusively) professional teams fail most often from a lack of leadership. It is down to the firm's team leader to establish and make clear the ground rules for what should be shared and how, and how it is communicated to each other and the client. AND to make sure that (s)he knows whether this is happening or not.

Tip 2 - show as a team

Take every opportunity to appear as an efficient working team by bringing colleagues at all levels together and talking with the client about their expectations. Agree and make these expectations happen.

Tip 3 - ask, listen and be brave

We need to know if individual relationships are not working. Good team leaders (and members) proactively check with client contacts that they are happy with their professionals. And if they are not happy at all, clients expect us to do something significant about it - which may be the replacement of an associate or partner.

People Scope works with team leaders and teams of professionals to ensure that they are working effectively. For more information hit 'Reply' and type **Be a team.**

The incentivisation of professionals to build better client relationships will be part of a forthcoming People Scope CRM Resource Paper entitled **"Motivating professionals to succeed"**. To pre-register for your free copy, hit 'Reply' and type **Motivating professionals.**

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.

JAMES NEWBERRY

People Scope, 6 River Court, Chartham, Canterbury CT4 7JN, United Kingdom. Telephone: 01227 730411.