

Must-do Tips No 57 – The Three Most Neglected ‘Touch Points’

Eagle-eyed readers will have spotted the mention of 'touch points' in the last issue of "Must-do Tips" - ways of maintaining contact with clients or prospects that are usually over and above normal transactional dealings. In these much-straitened times, every and any way to keep 'front of mind' is vital if your professionals are to make the most of their more limited opportunities to do business. So of the many potential methods, which are the best, but most neglected activities that we have come across? In this issue, we identify our 'tip-top 3' most-neglected touch points. Sadly, there are many more that we could have nominated...

Tip-top 1 - client visit...plus

It is difficult enough to persuade and uproot many professionals from their workstation to 'get out there' and visit their good clients in their environments in the first place. But, if this can be done, why not go a step further and get them to spend time with their important client contacts on the shop floor, experiencing what it is really like to be at the sharp end of their business? It is a point of policy for many service-orientated businesses that senior managers do this on a regular basis. Asking to go along for the day with them could prove to be an especially powerful relationship and knowledge-building pursuit.

Tip-top 2 - losing (and winning) de-briefs

Many professionals still do not undertake post-pitch debriefs - with existing or prospective clients. Of those that claim they do, the results can be rarely insightful - 'we were too expensive' being the mantra played back by most if they lose. Often, the rigour with which they undertake the conversation is badly lacking and so, for some clients, a poor reflection on the professionalism, client-centredness, and quality-orientation of their advisers. So, provide them with the questions to ask and check if they used them. If all else fails, go along or be with them when they do it. And make sure that de-briefs are done for pitches that were **won** too - the insights delivered are just as valuable as losing ones.

Tip-top 3 - at the point of billing

This is one to frighten the horses in many professional environments where mere mention of the word 'money' is likely to induce minor apoplexy (law firm partners in particular). As a result, billing issues are a major source of frustration, anger and resentment for many clients (that's what they tell us anyway). Professionals who feel brave enough to call the client at the point of billing - to update them on what the position is and iron out any issues - have identified a 'touch point' that many clients say they would much appreciate. Rather than those difficult, often tetchy conversations that can occur after the bill has landed.

Do your client teams need help in re-orientating for the new recession reality? People Scope works exclusively with professional firms - of all shapes and sizes - to refocus and improve the success rate of their partners and fee earners with existing and new client business. For more information, hit 'Reply' and type **BD in Recession**.

People Scope is publishing a series of articles covering all the major issues for professional firms in hard times. The first three articles are now available. If you wish to receive them **free of charge**, hit 'Reply' and type either **Recognise the impact of recession (for Article 1), Re-orientating you and the firm (for Article 2),** or **The blueprint for existing clients (for Article 3)**. If you would like all of them and to receive the rest of the series as it is published, press 'Reply' and type **Business development in recession series**.

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", click on this link [unsubscribe]click here to unsubscribe[/unsubscribe]. Or 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.

This message contains information that may be privileged and confidential and is the property of People Scope. It is intended only for the person to whom it is addressed. If you are not that person, you are not authorised to read, print, retain, copy, disseminate, distribute, or use this message or any part thereof. If you receive this message in error, please notify the sender immediately and delete all copies of this message. Our computers are virus-protected on a regular and ongoing basis. We hope that you don't catch anything from us, but we can't accept any legal responsibility if you do.

Copyright People Scope 2009