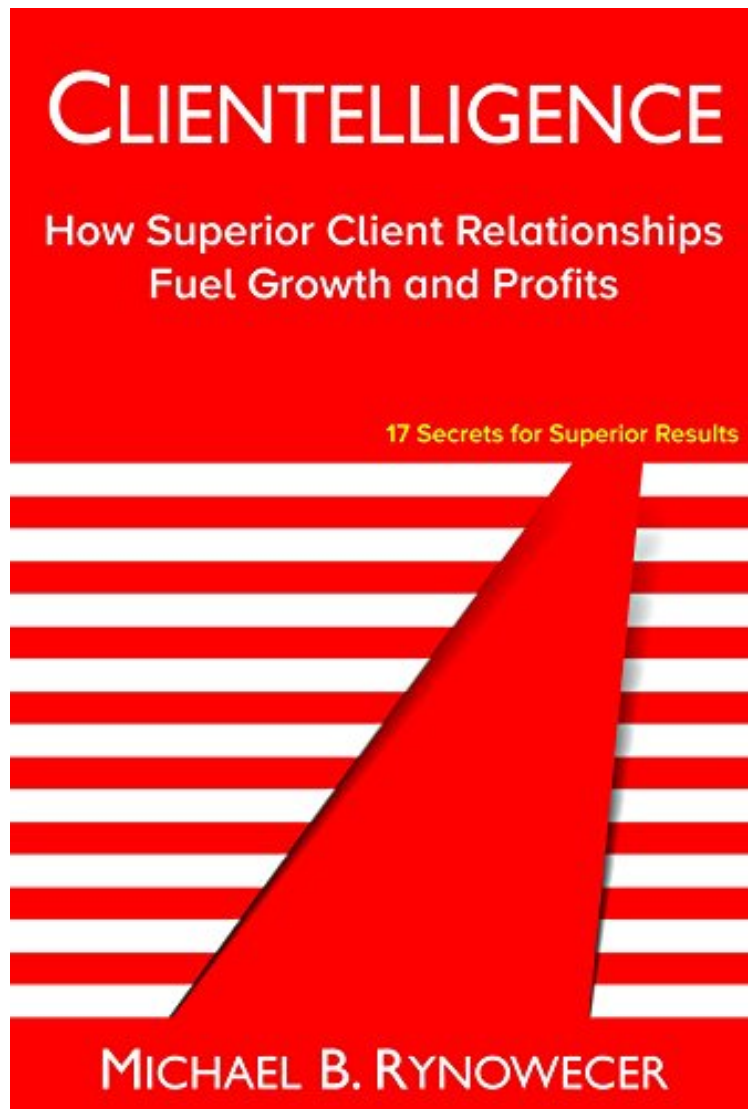


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Clientelligence: How Superior Client Relationships Fuel Growth and Profits

Michael B. Rynowecer
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Michael B. Rynowecer : **Clientelligence: How Superior Client Relationships Fuel Growth and Profits** before purchasing it in order to gage whether or not it would be worth my time, and all praised Clientelligence: How Superior Client Relationships Fuel Growth and Profits:

0 of 0 people found the following review helpful. Common Sense Guide to Improving Client Relationships By KBRynowecer's debut gives clear, concise, and down-to-earth guidance on how to not only maintain, but constantly improve client relationships. Based on 14,000 interviews with C-suite executives, Rynowecer has developed his "Clientelligence Matrix" that showcases the 17 key activities clients look for when working with a service provider.

The Matrix is divided into quadrants according to the importance of the activity and its ability to differentiate the provider. Thus, Skills and Products are considered the "Price of Admission", but firms can also concentrate on Understanding the Client's Business or Delivering Value to ensure "Relationship Bliss". Each of the 17 key activities is detailed in its own chapter, including a variety of real-life war stories to demonstrate the point, which come together into a comprehensive, insightful roadmap of how to do client service properly. While reading, I was blown away by how these common-sense activities are so often ignored by professional service firms. I was able to notice in my own interactions with vendors that they were not providing the level of service that Rynowecer was advocating, making me not want to work with them any longer. I would highly recommend this book for anyone who works directly with clients. As the book states very clearly, better client relationships lead to more client jobs and increased revenue. 1 of 1 people found the following review helpful. The combination of anecdotes that illustrate his points and the clarity of explanation make this book highly instructive and easy to read. More importantly, the substance makes it a book everyone in professional services should want to read. 0 of 0 people found the following review helpful. Compelling Insights for Lawyers on Superior Client Relationships By Glenn Davis BTI does significant research on client relations and satisfaction for the legal profession. Michael Rynowecer distills their annual research and lessons learned into a compelling guide for obvious and non-obvious steps any professional can take to attract and maintain client relationships.

Behind every great rainmaker, mover and shaker, and leader are great relationships. In fact, replace great with superior. People who make things happen make superior relationships first. Relationships are the power source, if not the very soul, of doing good business—the kind of business where clients smile and believe your value simply dwarfs your fee. People who sell don't develop nearly as much business as people who develop relationships. New business flows to those individuals and companies who can move beyond a transaction to a relationship. People, especially executives, don't want to work with the person with the best sales skills. They want to work with people who are emotionally invested in helping them and will pay significant premiums for this rare commodity. The 17 activities within Clientelligence are proven drivers to superior client relationships. In essence, they are how clients define client service excellence and what they expect out of the providers with whom they have the best relationships. Now you can use these activities to create and maintain superior client relationships of your own and fuel growth and profits.

"Deftly written and well-presented; principals of any service firm will appreciate this treasure trove of useful intelligence for business improvement." --Kirkus (starred review) From the Back Cover Clientelligence (knowledge) n. A consistent and systematic approach to developing superior client service skills gives you unparalleled access to your clients' most complex—and premium-rate—work, all while your competitors are left wondering how you are always one (or five) steps ahead. About the Author Michael B. Rynowecer, as President and Founder of The BTI Consulting Group, looks at every angle of growth and strategy by starting with the client perspective. This fascination has driven him to direct, conduct and analyze more than 14,000 one-on-one interviews with C-level executives to define their expectations, needs, priorities, preferences, hiring decisions and opinions of the professionals with whom they work. From this research BTI identified the 17 activities statistically proven to drive superior client relationships. These unique methods and approaches have propelled over 25 years of fact-based research on buyers and sellers of professional services. BTI conducts more independent research on how clients acquire, manage, and evaluate their professional services providers than virtually anyone.