

HOW TO BE A CLIENT FACING COMPANY

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WHAT DOES IT MEAN TO BE A CLIENT FACING COMPANY?

**SIMPLY PUT – THIS IS WHEN AN EMPLOYEE INTERACTS
DIRECTLY WITH A CUSTOMER**

THEY CAN UNDERSTAND THE CLIENT'S NEEDS AND WORK TO SOLVE THEIR PROBLEMS

WHO INTERACTS WITH THE CUSTOMER?

- **WHO HERE IS A GRAPHIC DESIGNER?**
- **WHO HERE IS A PRESS OPERATOR?**
- **WHO HERE IS IN SALES?**
- **WHO HERE IS IN CUSTOMER SERVICE?**

EACH AND EVERY ONE OF YOU PLAYS AN IMPORTANT ROLE IN A CUSTOMER FACING BUSINESS!

WHO IS CUSTOMER FACING?

- **EVERY PERSON THAT INTERACTS WITH A CUSTOMER IS THE FACE OF THE COMPANY**
- **FOR EXAMPLE, LET'S LOOK AT A TYPICAL PRESS APPROVAL:**
- **USUALLY INVOLVES THE CUSTOMER MEETING THE PRESS OPERATOR, GRAPHIC DESIGNER AND SALES**
 - **WE MEET FACE TO FACE, NOT BY EMAIL**
 - **WE WELCOME THEM INTO OUR HOME, OUR SPACE**
 - **CUSTOMERS WANT TO FEEL THEY ARE IMPORTANT**
 - **THEY WANT TO FEEL PART OF THE PROCESS**
 - **THEY WANT TO KNOW THEY ARE BEING HEARD**

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KEY SKILLS FOR A CLIENT–FACING ROLE

- **BE EMPATHIC WITH YOUR CUSTOMERS**
- **MEET CUSTOMERS WHERE THEY ARE AT**
- **IF A CUSTOMER COMES TO YOU WITH A PROBLEM – LISTEN AND TAKE NOTES**
- **BE PATIENT**
- **SHOW CUSTOMERS YOU UNDERSTAND THEIR BUSINESS – RESEARCH YOUR CUSTOMER**

KEY SKILLS FOR A CLIENT–FACING ROLE

- **BUILD RAPPORT WITH CUSTOMERS – CREATE A “YOU” FOCUSED SALES MESSAGE**
- **EDUCATE YOUR CUSTOMERS**
- **MANAGE EXPECTATIONS**
- **PROMOTE MEETING FACE TO FACE AND ACTUAL PHONE CONVERSATIONS**

HOW DO WE IMPROVE OUR GAME?

- **LEARN FROM COACHES/MENTORS**
- **TAKE AWAY KNOWLEDGE FROM EACH CUSTOMER EXPERIENCE**
- **IMPLEMENT A FORWARD THINKING & HONEST ATTITUDE**

AND FINALLY... BE THE DIFFERENCE

- **STAND OUT FROM THE REST**
- **TAKE THE TIME TO HANDWRITE A NOTE OR CARD**
- **DROP IT OFF IN PERSON, INCLUDE IT WITH THEIR ORDER, OR MAIL IT**



THANK YOU!

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