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The art of client service

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Abstrak

Fill the Empty Suit (or take it off completely!) This is a book of Simple Strategies For Providing Outstanding Service to Advertising Clients. Account executives, and anyone else who deals with clients, will find themselves flinching, laughing, and committing to memory this sound advice, presented through real-life stories of satisfying success and embarrassing failure along the total spectrum of client service. Pocket-size guide to client service includes 54 fast-reading tips: including know when to look it up, know when to make it up: respect what it takes to be creative: no scenery chewers, no dead bodies: be brief, be bright, be gone: make no commitment without consultation: no surprises about money or time: and once a client, always a client. DLC: Advertising. Learn: - How to live the client?s brand - Why client presentations are as important as new business presentations - How to nail your opening - How to lead with integrity - How to develop your personal style for success