

# DELIGHTING THE CLIENT

Building Client Loyalty  
- the small things

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# Ideas about best practices

- The CLIENT IS ALWAYS RIGHT!
- Focus of top 50 innovators in the world
  - 1) Innovation as a priority
    - No 1: 22%
    - In top 3: 79%
  - 2) Science & technology

# Ideas about best practices

- Your ideal client
  - 1) Fundamental principle:
    - “Understanding our clients and their needs”
  - 2) Convertibility to sales
  - 3) Retain the right clients
    - Repel the wrong clients

# Small details

- Fundamental principle:
  - “Understand your client and their needs”
  - Innovation!
    - 1) Little improvements
    - 2) Continuously
    - 3) For the benefit of your client
    - 4) Speedy turnaround
    - 5) Professionalism – trust & credibility

# Small details

- Fundamental principle:
  - “Understand your client and their needs”
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# Different types of clients

- Client segmentation
  - Traditional v Modern
- Categorise last 20 clients
  - 3 or 4 groups
  - What were their triggers?
- Client personas
  - Most important for you!
  - Survey 5 – 7 clients

# Different types of clients

- Build your client personas
  - 1) Fictional representations
  - 2) Real data about client demographics
  - 3) Educated speculation
- How are personas created?
  - 1) Research
  - 2) Mix of clients
  - 3) What do they value
  - 4) How do you fit?

# Different types of individual

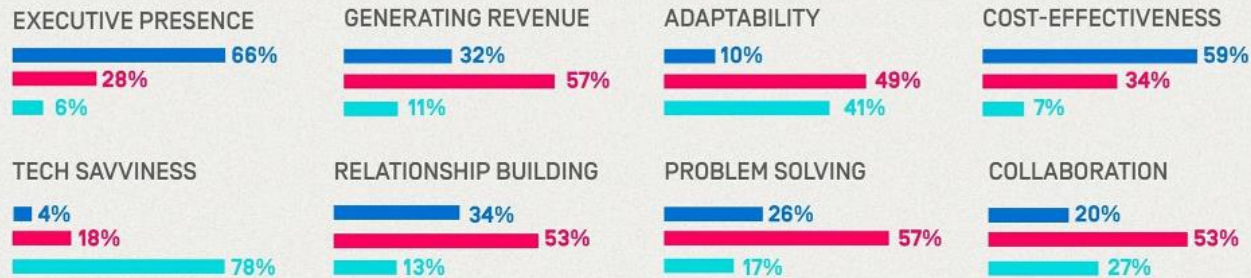
- Know who you are dealing with
  - Personality types and differences
    - 1) DISC
      - Dominant
      - Inspiring
      - Supportive
      - Cautious
    - 2) Myers Briggs
      - Analysts
      - Diplomats
      - Sentinels
      - Explorers
  - Generational types and differences
    - Builders, Boomers, X, Y, Z (Millennials = Y/Z)



# Different types of individual

## THE GENERATIONS IN THE WORKPLACE

BASED ON A SURVEY OF 1,200 WORKERS ACROSS DIFFERENT GENERATIONS MEASURING THEIR STRENGTHS & WEAKNESSES



### BABY BOOMERS

**BORN:** <1963

**PROS:** Productive, hardworking, team players, mentors

**CONS:** Less adaptable, less collaborative



### GEN X

**BORN:** 1963-1980

**PROS:** Managerial skills, revenue generation, problem solving

**CONS:** Less cost-effective, less executive presence



### MILLENNIALS

**BORN:** 1980-1995

**PROS:** Enthusiastic, tech-savvy, entrepreneurial, opportunistic

**CONS:** Lazy, unproductive, self-obsessed



# Building respect and trust

- Building & cultivating long term relationships
  - Don't presume loyalty
  - “Bad customers are lost because of price; and good ones, because of bad service”
  - Deliver on promises, otherwise don't promise
  - Customers expect clarity, simplicity and solutions – not excuses
  - Creating memorable experiences
  - Small, unexpected things that surprise = WOW!
  - You are the greatest difference!!

# Building respect and trust

- Building & cultivating long term relationships
  - Resisting commoditisation & standardisation
    - Antidote: Differentiation
    - If its price, you have a problem!
  - Innovation creates differentiation
  - Technology makes a difference
  - Get to know the individual, not just the client
  - The small things!

# Handling exploitation

- Interpersonal management skills
  - 1) Clarifying and confirming
  - 2) Constructive criticism
  - 3) Discussion skills
  - 4) Managing differences
  - 5) Crediting
- Emotional intelligence
  - 1) Self-awareness
  - 2) Self-regulation
  - 3) Motivation
  - 4) Empathy
  - 5) Social skills

# The Future

- Disruption levelling the playing field
- Redefining the client experience
  - Digital & personal
  - Innovation hubs v offices
  - Distributed virtual presence
  - Leveraging working from home
  - Artificial intelligence & block chain
  - Reformation of the IP system
    - The impact of Millennials

# Thank you



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