

TIPS FOR BUILDING STRONG RELATIONSHIPS



- ❑ Communicate consistently : Prove how well you know the client by using their preferred channels and times of day to communicate. Some like to talk on the phone, while others prefer email. Instant messaging is ideal for quick updates, and video calls are good for face-to-face engagement. If you don't know their preference, ask them!
- ❑ For more relationship-oriented cultures: make sure to call them or visit them on a regular basis, instead of sending emails.
- ❑ Be curious : ask them questions about their culture: food, traditions, places to visit...
- ❑ Avoid criticizing others (e.g. check which conversation topics should be avoided in the culture you are dealing with)
- ❑ Find ways to compliment them on their strengths and contributions.
- ❑ Find common interests with them
- ❑ Remember birthdays.
- ❑ Check major traditions such as Christmas, Chinese New Year, etc and send a card accordingly.
- ❑ Invite them to celebrate a typical celebration from your country
- ❑ Take notes of things your client tells you about their family/ issues, etc and follow up: ask about their kids or pets, and remember where they are going on holiday. Follow up.
- ❑ Share expert knowledge : Be proactive with clients by sharing new ideas and strategies, and sending them helpful resources such as links to relevant blog articles or invitations to networking events.
- ❑ Ask for feedback: You can go deeper than just Customer Satisfaction surveys. Create your own in-depth survey, or just ask the client to provide feedback in their own words. Feedback requests are also a good way to stay in touch after completing a project.
- ❑ Listen more than you talk
- ❑ Exchange life and business stories
- ❑ Take them to lunch, bring food to their staff and invite them to sporting or other social events.
- ❑ Overdeliver: always give a little extra on top.