

# An Expert's Guide to Working with Clients

- Erik Havens - President



[www.bytebuildertech.com](http://www.bytebuildertech.com)

When dealing with  
people always remember

the



C's

# The Three C's

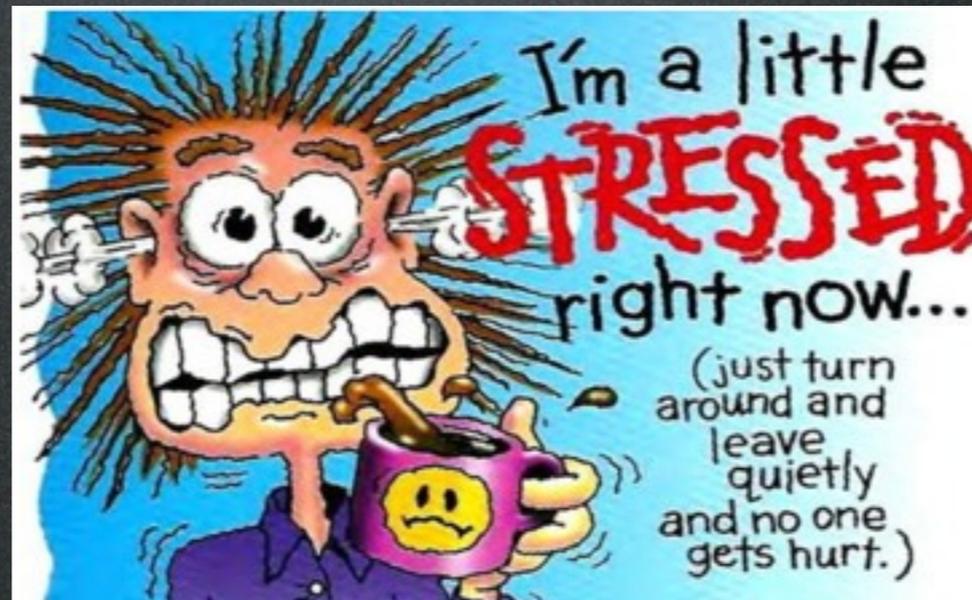


Calm

Cool

Collected

Throw up against the wall



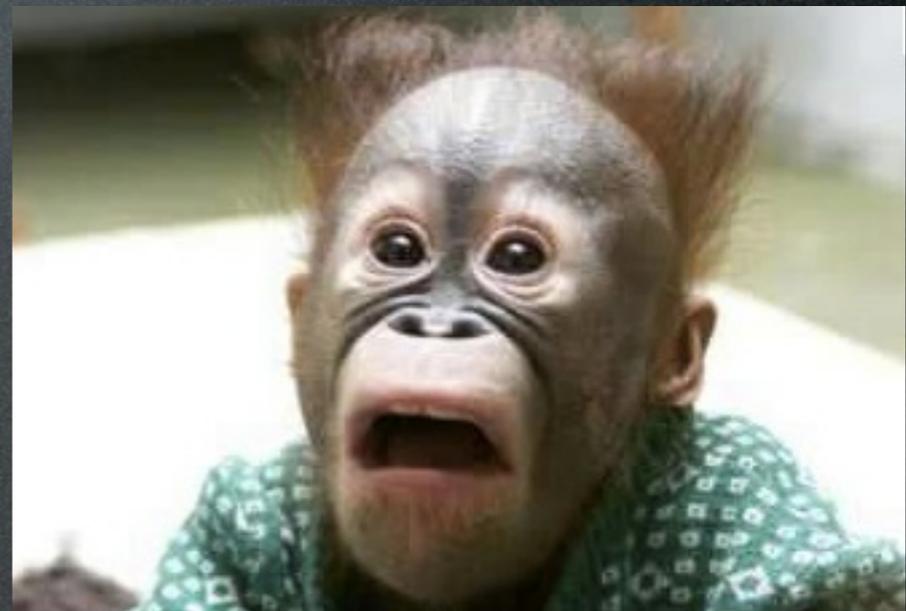
# Right approach and attitude

- Know your audience
- Work with their network
- Be positive about their setup



# Right approach and attitude

- Avoid negative talk
- “I’ll find out for you, I’ll get back to you”
- Never use “I don’t know”
- Always follow up



# Setting Realistic Goals and Limits

- Listen
- Stay on target
- Use your insights
- Align perceptions with reality
- Don't leave room for misinterpretation



# Top 5 Phrases Customers Hate the most



# Top 5 Phrases Customers Hate the most

5. That's our Policy



# Top 5 Phrases Customers Hate the most

4. There is nothing I can do.

5. That's our Policy



# Top 5 Phrases Customers Hate the most

3. Would you mind holding for a moment
4. There is nothing I can do.
5. That's our Policy



# Top 5 Phrases Customers Hate the most

2. You'll have to go to our website
3. Would you mind holding for a moment
4. There is nothing I can do.
5. That's our Policy



# Top 5 Phrases Customers Hate the most

1. I'm going to do the best I can
2. You'll have to go to our website
3. Would you mind holding for a moment
4. There is nothing I can do.
5. That's our Policy



# Avoid “I Don’t Know”

Better to Use

“I’ll find out for you, I’ll get back to you”

Always Follow up

Email

Phone

Onsite



# Your client knows what they want even if they say they don't

- Be prepared - take notes
- Goals and wish list
- Hardware, financial, emotional needs
- Stay within policies
- Be sensitive



# It has to be the right fit for both parties

- Now You Get to choose who you work with.
- Think of going onsite as a interview.
- You Don't need to take on just any client.



# Write Proposals Effectively

- Figure out their needs



- Write out a scope of work, even if it is only going to be you that sees it.

- Be realistic
- Set expectations



# Rates

- Hourly
- Projects
- Managed Services

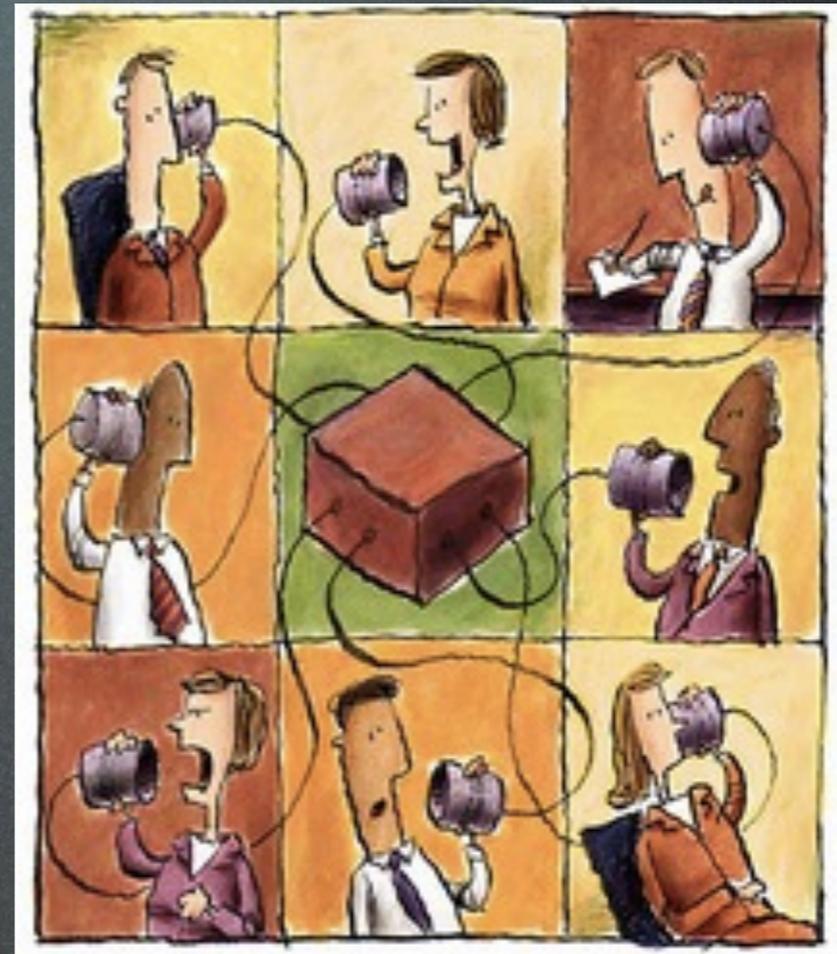
Enterprise	Professional	Standard	Basic
\$59	\$29	\$17	\$9
<a href="#">SIGN UP</a>	<a href="#">SIGN UP</a>	<a href="#">SIGN UP</a>	<a href="#">SIGN UP</a>
10GB Disk Space	5GB Disk Space	3GB Disk Space	1GB Disk Space
100GB Monthly Bandwidth	50GB Monthly Bandwidth	25GB Monthly Bandwidth	10GB Monthly Bandwidth
20 Email Accounts	10 Email Accounts	5 Email Accounts	2 Email Accounts
Unlimited subdomains	Unlimited subdomains	Unlimited subdomains	Unlimited subdomains

Standard	Premium	Ad Hoc
30-40 Hours Per Month	40-50 Hours Per Month	No Minimum Hours Per Month
9AM-5PM ET Support Hours	9AM-5PM ET Support Hours	9AM-5PM ET Support Hours
2 Hour Response Time During Business Hours	2 Hour Response Time During Business Hours	4 Hour Response Time During Business Hours
Email Support	Email Support	Email Support
Online Incident Support	Online Incident Support	Online Incident Support



# Communicating in Real-Time

- Problems
- “One more thing...”
- Deflect add-ons
- Kindly correct bad information



# Reoccurring Communication

- Monthly news letter – tech tips
- Any new updates that are coming out
- Thank you – gift basket, candy dish, take them to lunch,  
**We appreciate  
YOUR BUSINESS!**
- Onsite visits – customer feedback cards



# Documenting for Customer

Use a central portal for all your data

- Take detailed notes of the network
- Notes for techs
- Provide your clients with access to all details
- How to fire me



# Speaking Tech and Human

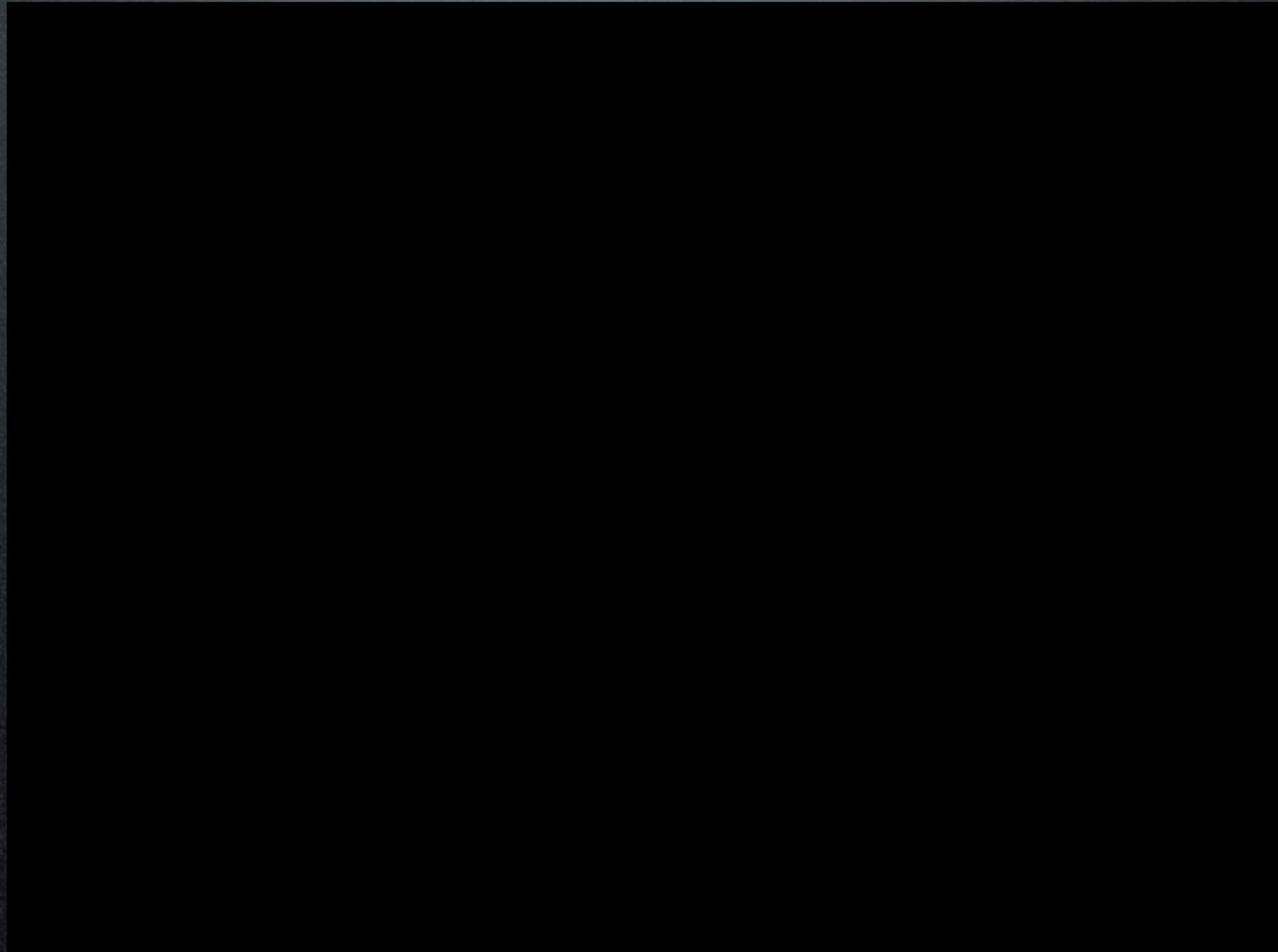
- Avoid tech talk
- Break it down
- Follow up with email summary
- Respond in a timely fashion



# The Video



# The Video



# Q&A

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