

An Expert's Guide to Working with Clients

- Erik Havens - President



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When dealing with people always remember

the



C's

The Three C's

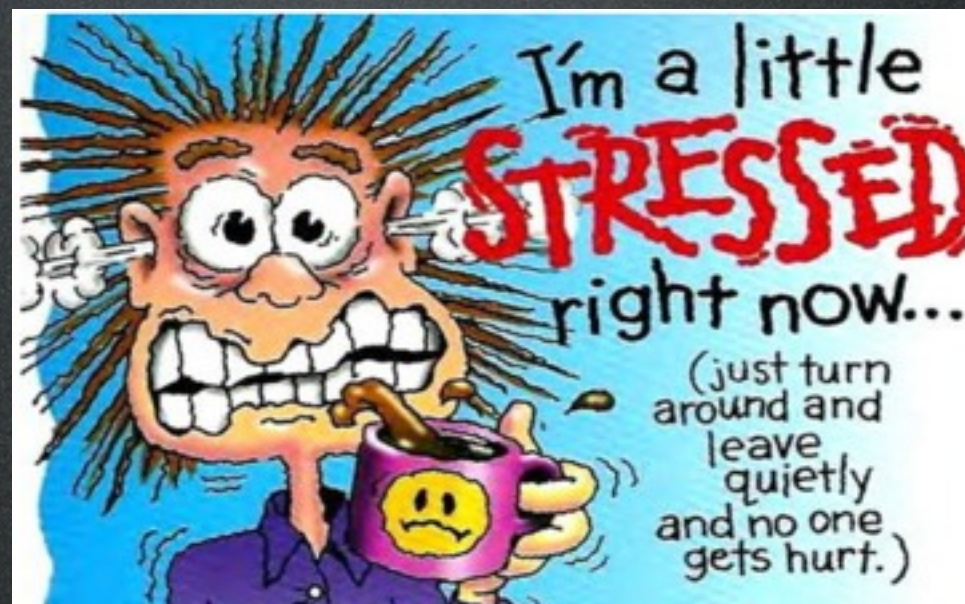


Calm

Cool

Collected

Throw up against the wall



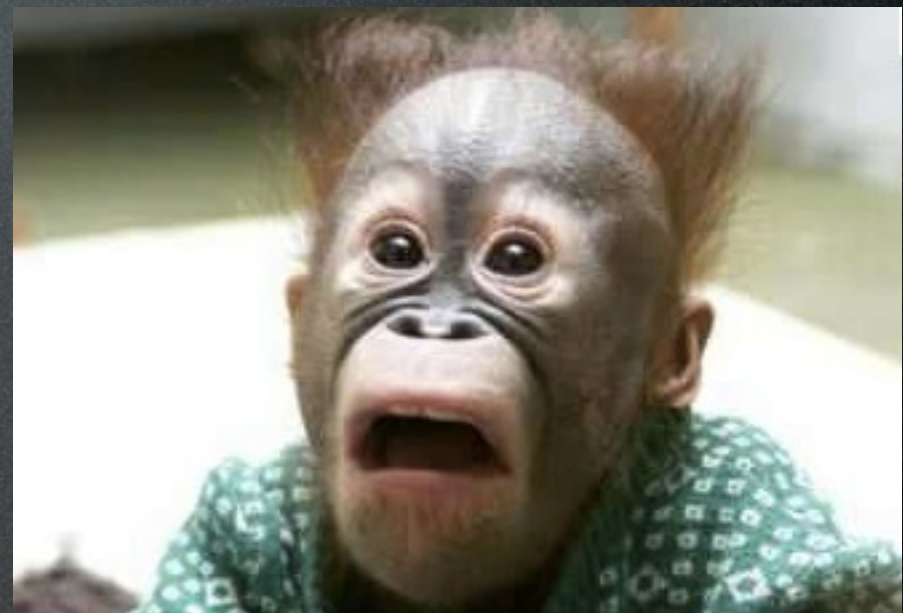
Right approach and attitude

- 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
SIGN UP	SIGN UP	SIGN UP	SIGN UP
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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