



Clientelligence: How Superior Client Relationships Fuel Growth and Profits

Michael B. Rynowecer

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Behind every great rainmaker, mover and shaker, and leader are great relationships. In fact, replace great with superior. People who make things happen make superior relationships first. Relationships are the power source, if not the very soul, of doing good business-the kind of business where clients smile and believe your value simply dwarfs your fee. People who sell don't develop nearly as much business as people who develop relationships. New business flows to those individuals and companies who can move beyond a transaction to a relationship. People, especially executives, don't want to work with the person with the best sales skills. They want to work with people who are emotionally invested in helping them and will pay significant premiums for this rare commodity. The 17 activities within Clientelligence are proven drivers to superior client relationships. In essence, they are how clients define client service excellence and what they expect out of the providers with whom they have the best relationships. Now you can use these activities to create and maintain superior client relationships of your own and fuel growth and profits.

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