

# Effective Client Communication

Overview - Tactics of  
Converting “No” to  
“Yes”



CLIENT COMMUNICATION

# To be discussed...

- Share Ideas
- Have A Communication Process
- Be Definite
- Build a Personal Relationship
- Don't Use Jargon
- Write Clear Emailers
- Be Helpin
- Communicate Regularly
- Talk About Business
- Error Free B2B Communication

# Sharing Ideas

- Sharing ideas with the client is one of the best ways to keep a positive flow of communication. As a provider of services, one has to stay updated about the latest news and opinion in the industry and suggest the right course of action. This way, the client would respect you as an expert.
- Mentoring the client on a regular basis would help build a strong working relationship.

# Have A Communication Process

- Keeping a record of past communication is very important to ensure that the next meeting or call is smooth. Managing client emails effectively ensures that no communication from the client this is missed out.
- This also ensures that one can communicate with a large number of clients efficiently and effectively.

# Be Definite

- Your client is interested in results from the services you are providing. Having a clear and definitive communication with the, client helps them know that you are on the right track.
- Being prepared with a goal sheet while talking to the client or meeting the client helps in communicating only the relevant stuff.

# Build a Personal Relationship

- Building a personal relationship with the client is a key effective client communication. Getting to know the client on a personal level and talking about personal interests, helps in breaking the ice and getting the client to open up and be comfortable. This leads to a positive business relationship.
- Wishing the client on their Birthday and Anniversary adds a feel good factor to the relationship.

# Don't Use Jargon

- As a service provider, you wish to impress the client with your expertise and knowledge. But, using jargons may leave a communication gap and may backfire.
- Talking to the client in simple terms and making them understand the pros and cons of a certain aspect of the activity is very important.

# Write Clear Emailers

- Writing clear and concise email communication helps the client to understand what is being communicated. Having appropriate subject line in the email message ensures that the client understands the email message clearly.
- Writing pointers in the email message ensures that the client can quickly glance through and understand what you are try to say.



# Be Helping

- You should always go out of your way to help your clients. While communicating with the client, the tone should be helping as well.
- This makes the client know that you are available for help and improves your overall reputation.

# Communicate Regularly

- It is important to communicate with the client on a regular basis. This helps in gauging client satisfaction and taking necessary action, if required.
- If the client is unhappy about a certain delivery then one can ask the client about the reason for the same and either rectify or compensate for the same.

# Talk About Business

- As a service provider it is crucial to understand the client business as much as possible. Regular conversations and meetings are an opportunity to understand the client business.
- One can also talk about one's own business plans and how the service quality and the range of services, is going to improve, going forward. This helps in building a rapport with the client and strengthening business relationship.

# Error Free B2B Communication

- One must ensure that all sorts of transnational communication like invoices and estimates are sent on time and are error free. Using an online invoicing solution like Invoicera ensures that the B2B communication cycle from quote to cash is efficient and error free.
- This also ensures that the client is not hassled about making payments on time.

## GLIMPSE OF OUR SERVICES

**Strategy:** Brand Alignment | Brand Communication | New Market Launch |  
New Product Development

**Media Buying :** Newspaper | Cinema | Malls | Hoarding | Metro | Radio |  
TV | Digital Ads

**Marketing :** PR Audit | Guerilla Marketing | BTL Activation | Sampling |  
Event Sponsorship

**Website & E-commerce :** Website Designing | Static Website Designing |  
Dynamic Website Designing | E-commerce Website Designing

**Software & Portal :** School Software | Travel Software | Restaurant  
Software | Classified Software | Builder Software | MLM Software | Billing  
Software | Pathlab Software | Hospital Software | Hotel Software |  
Pharmacy Software | News Portal | Ticket Booking Portal | Exam Portal |  
Online Job Portal | Cab Booking Portal | Event Portal

**Online Promotion:** Social Media Promotion | SEO | Google Ads | Affiliate  
Marketing | Blogging

**Graphics Designing :** Logo Designing | Brochure Designing | Banner  
Designing | Print Advertisement Design | Marketing Collateral | Packaging  
Design

**IT Support:** Hardware Support | Software Support

# THANK YOU FOR WATCHING!

▶ [www.bacesolutions.in](http://www.bacesolutions.in)

## CONNECT WITH US

### Sales:

+91-9889885511

+91-9838985892

### Technical:

+91-7668677843

+91-8299272283

### Email Support:

[info@bacesolutions.in](mailto:info@bacesolutions.in)

[mayank@bacesolutions.in](mailto:mayank@bacesolutions.in)



CLIENT COMMUNICATION

BS

**Author :** Mayank Verma | [mayank@bacesolutions.in](mailto:mayank@bacesolutions.in) | +91-9889885511