

Do you have a watermelon? Staying with last month's garden theme...you may think because recovery rates are good, placements keep coming, and there are no billing or reconciliation issues and that the client is happy with us, we are green. Really??

Well, your client may be green on the outside, but red angry on the inside, this is a watermelon. I just came back from a series of client meetings where this was just the case – we think we're performing, but the client is truly not happy with us and our business is at risk. How can you tell if you have a watermelon...ask yourself these questions:

Intimacy

- How often do I talk to my client?
- Am I listening for issues or hearing what I want to hear?
- Am I asking questions like:
 - What can we do better?
 - How can we make them successful?

You shouldn't be afraid of the difficult conversations.

Trust

- Does my client trust me?
- Do they introduce me to others in their organization?
- What have I done to earn their trust and their trust in TSI?
- What can I do?

Being responsive and addressing your client's priorities will help.

SPOC

Do I have SPOC syndrome...Single Point of Contact?

- Do I have multiple, senior level contacts at my client?
- When was the last time Joe or Tom have met with my clients?
- Do I truly understand their priorities and have active – joint plans with my client to deliver?

Don't get boxed in to a SPOC, get higher in the organization.

When we become complacent our relationships weaken and we risk losing our clients. Challenge yourself and TSI to be better partners. Bring Joe or myself out to deepen TSI's engagement and commitment to your clients. Be proactive.