

Opportunities to increase market share or gain additional business are everywhere, BUT you must know your client. Sure, one can track and monitor results, help drive them even and keep it in front of the client but that is part of the job. To really uncover opportunity, even before your competition and potentially even earn it without a bid you must really know your client.

Step 1: Continued conversations and good listening skills. Don't stop when you hear "you're great" or "everything is fine". Quotes like this are the kiss of death... the easy out. We're not taking a customer satisfaction survey, we're looking for opportunity.

- Make sure you know the pain points, even if they are with competitors or in the past so we can avoid them.
- Make sure you know the various lines of business your client is involved in to ask educated questions.
- Let the client know that you are invested in the partnership and looking to improve it every day. Then they will want to give you more or, even better, feel like they have to because you've earned it more than the competition.

Step 2: Repeat; on multiple levels, with multiple contacts. If you have a single relationship within a client, you are welcoming attrition and avoiding growth.