



Operation: Ignite - Session 7 How to Create a Great Client Experience Even When You're Not In Person

*Special thanks to Christi Barbour of Barbour Spangle Design
for her participation in this session*

This is not a time to outwardly sell. It's a time to Serve. To create Value.

1. First, reach out to clients with a personal story, a simple one with a meaningful message. Be an Oak Tree in the Storm.
2. Offer your clients assistance in specific ways rather than asking the open-ended question "What can we do for you?". Clients and Vendors have so much going on, open ended questions create more work for them.
3. For existing/ongoing projects over communicate your progress and next steps, leave nothing to the imagination.
4. Create an extra special experience for clients who have to receive design presentations long distance.
5. Develop standards for your virtual presentations.
6. Call clients to personally connect, have no agenda.
7. Focus on serving others, how can you make an impact? **#SeeTheGood** campaign by Barbour Spangle
8. Create inspiration for your clients to stay top of mind. [@PaletteandPlace](#) (please follow)
9. Do what you are doing but do it better- check out *The Advantage* by Patrick Lencioni
10. Stand out in a sea of emails - send thoughtful handwritten cards.