

# CLIENTS FOR LIFE

**Their Worth;  
Creating Them and  
Keeping Them**



**BACI-NER**  
BACI-NER COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

**What are the attributes of  
your favorite service  
providers, those you would  
like to patronize forever, and  
whom you'd never sue  
(unless they acted wholly out  
of character)?**

**BACI-NER**  
BACI-NER COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

- **Honest**

**BACI-NER**  
BACI-NER COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

- Honest
- **Reliable**

**BACI-NER**  
BATTERSBY COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

- Honest
- Reliable
- **Trustworthy**

**BACI-NER**  
BATTERSBY COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

- Honest
- Reliable
- Trustworthy
- **Capable**

**BACI-NER**  
BATTERSBY COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

- Honest
- Reliable
- Trustworthy
- Capable
- Punctual



---

---

---

---

---

---

---

---

- Honest
- Reliable
- Trustworthy
- Capable
- Punctual
- Gives recognition/Makes me feel important



---

---

---

---

---

---

---

---

- Honest
- Reliable
- Trustworthy
- Capable
- Punctual
- Gives recognition/Makes me feel important
- Gives the occasional freebie



---

---

---

---

---

---

---

---

- Honest
- Reliable
- Trustworthy
- Capable
- Punctual
- Gives recognition/Makes me feel important
- Gives the occasional freebie
- **Listens**



---

---

---

---

---

---

---

---

- Honest
- Reliable
- Trustworthy
- Capable
- Punctual
- Gives recognition/Makes me feel important
- Gives the occasional freebie
- Listens
- **Puts me first**



---

---

---

---

---

---

---

---

- Honest
- Reliable
- Trustworthy
- Capable
- Punctual
- Gives recognition/Makes me feel important
- Gives the occasional freebie
- Listens
- Puts me first
- **Convenient**



---

---

---

---

---

---

---

---

- Honest
- Reliable
- Trustworthy
- Capable
- Punctual
- Gives recognition/Makes me feel important
- Gives the occasional freebie
- Listens
- Puts me first
- Convenient
- **Responsive**



---

---

---

---

---

---

---

---

- Honest
- Reliable
- Trustworthy
- Capable
- Punctual
- Gives recognition/Makes me feel important
- Gives the occasional freebie
- Listens
- Puts me first
- Convenient
- Responsive
- **Anticipates my needs**



---

---

---

---

---

---

---

---

- Honest
- Reliable
- Trustworthy
- Capable
- Punctual
- Gives recognition/Makes me feel important
- Gives the occasional freebie
- Listens
- Puts me first
- Convenient
- Responsive
- Anticipates my needs
- **Friendly**



---

---

---

---

---

---

---

---

- Honest
- Reliable
- Trustworthy
- Capable
- Punctual
- Gives recognition/Makes me feel important
- Gives the occasional freebie
- Listens
- Puts me first
- Convenient
- Responsive
- Anticipates my needs
- Friendly
- Considerate



---

---

---

---

---

---

---

---

- Honest
- Reliable
- Trustworthy
- Capable
- Punctual
- Gives recognition/Makes me feel important
- Gives the occasional freebie
- Listens
- Puts me first
- Convenient
- Responsive
- Anticipates my needs
- Friendly
- Considerate
- Takes a personal interest in me



---

---

---

---

---

---

---

---

Which of these attributes should you try to adopt? Why?



---

---

---

---

---

---

---

---

## What are the attributes of your favorite client representatives?

**BAC-I-NER**  
BATTERS COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

- Honest
- Reliable
- Trustworthy
- Capable
- Punctual
- Gives recognition / Makes me feel important
- Gives the occasional freebie
- Listens
- Puts me first
- Convenient
- Responsive
- Anticipates my needs
- Friendly
- Considerate
- Takes a personal interest in me

**BAC-I-NER**  
BATTERS COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

## Can you identify one more?

**BAC-I-NER**  
BATTERS COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

- Honest
- Reliable
- Trustworthy
- Capable
- Punctual
- Gives recognition/Makes me feel important
- Gives the occasional freebie
- Listens
- Puts me first
- Convenient
- Responsive
- Anticipates my needs
- Friendly
- Considerate
- Takes a personal interest in me
- Pays on time



---

---

---

---

---

---

---

---

**How would you benefit by acquiring the attributes of your favorite client representatives?**



---

---

---

---

---

---

---

---

**YOUR FAVORITE CLIENT REPRESENTATIVES OFTEN REPRESENT "CLIENTS FOR LIFE"**



---

---

---

---

---

---

---

---



WHAT IS  
THE **VALUE**  
OF A  
CLIENT  
FOR LIFE?

Let's calculate...



---

---

---

---

---

---

---

---

• **Proposals**



---

---

---

---

---

---

---

---

• **Proposals**

**Powers Electric asks five firms to submit a proposal for a \$250,000 commission.**



---

---

---

---

---

---

---

---

• Proposals

**Powers Electric asks five firms to submit a proposal for a \$250,000 commission.** What is the value of the time you'd spend developing that proposal?



---

---

---

---

---

---

---

---

• Proposals

**Powers Electric asks five firms to submit a proposal for a \$250,000 commission.** Assume the number is \$5,000.



---

---

---

---

---

---

---

---

• Proposals

**Powers Electric asks five firms to submit a proposal for a \$250,000 commission.** Given that five firms are in the running, how many such proposals would you have to submit to win one?



---

---

---

---

---

---

---

---

• Proposals

**Powers Electric asks five firms to submit a proposal for a \$250,000 commission. Five**



---

---

---

---

---

---

---

---

• Proposals

**Powers Electric asks five firms to submit a proposal for a \$250,000 commission. Therefore, the cost of a winning proposal would be?**



---

---

---

---

---

---

---

---

• Proposals

**Powers Electric asks five firms to submit a proposal for a \$250,000 commission.  $\$5,000/\text{proposal} \times 5$  proposals = \$25,000**



---

---

---

---

---

---

---

---

• Proposals

What happens if Powers Electric is a client for life and, instead of asking for a proposal, the client rep you deal with asks you to come to the office to set the scope of service together?



---

---

---

---

---

---

---

---

• Proposals

Income

Fees	\$ 850,000
Other	<u>150,000</u>
<i>Total</i>	\$1,000,000

Expenses

Almost All	\$ 875,000
Proposals	<u>25,000</u>
<i>Total</i>	\$ 900,000

NET PROFIT \$100,000



---

---

---

---

---

---

---

---

• Proposals

Income

Fees	\$ 850,000
Other	<u>150,000</u>
<i>Total</i>	\$1,000,000

Expenses

Almost All	\$ 875,000
Proposals	<u>0</u>
<i>Total</i>	\$ 875,000

NET PROFIT \$125,000



---

---

---

---

---

---

---

---

• Proposals

Given that a typical net profit is 10%



---

---

---

---

---

---

---

---

• Proposals

Given that a typical net profit is 10%, how much more fee billing would you have to do to increase net profit by \$25,000?



---

---

---

---

---

---

---

---

• Proposals

Given that a typical net profit is 10%, how much more fee billing would you have to do to increase net profit by \$25,000?

$$\text{\$25,000} \div 0.10 = \text{\$250,000}$$



---

---

---

---

---

---

---

---

- Proposals

Therefore, were Powers Electric a client for life, what size project would just the telephone call – “Let’s set the scope” – be worth?

**\$250,000**



---

---

---

---

---

---

---

---

- Proposals
- Presentations



---

---

---

---

---

---

---

---

- Proposals
- Presentations
- QBS is used more



---

---

---

---

---

---

---

---

- Proposals
- Presentations
- QBS is used more
- **Familiarity with methods**



---

---

---

---

---

---

---

---

- Proposals
- Presentations
- QBS is used more
- Familiarity with methods
- **More trust**



---

---

---

---

---

---

---

---

- Proposals
- Presentations
- QBS is used more
- Familiarity with methods
- More trust
- **More opportunity for value-based pricing,**



---

---

---

---

---

---

---

---

- Proposals
- Presentations
- QBS is used more
- Familiarity with methods
- More trust
- **More opportunity for value-based pricing, fixed-fee assignments**



---

---

---

---

---

---

---

---

- Proposals
- Presentations
- QBS is used more
- Familiarity with methods
- More trust
- More opportunity for value-based pricing, fixed-fee assignments
- **Expanded service mix,**



---

---

---

---

---

---

---

---

- Proposals
- Presentations
- QBS is used more
- Familiarity with methods
- More trust
- More opportunity for value-based pricing, fixed-fee assignments
- **Expanded service mix, GMA,**



---

---

---

---

---

---

---

---



- Proposals
- Presentations
- QBS is used more
- Familiarity with methods
- More trust
- More opportunity for value-based pricing, fixed-fee assignments
- Expanded service mix, GMA, and project-delivery mix



---

---

---

---

---

---

---

---

- Proposals
- Presentations
- QBS is used more
- Familiarity with methods
- More trust
- More opportunity for value-based pricing, fixed-fee assignments
- Expanded service mix, GMA, and project-delivery mix
- Effective communication



---

---

---

---

---

---

---

---

- Proposals
- Presentations
- QBS is used more
- Familiarity with methods
- More trust
- More opportunity for value-based pricing, fixed-fee assignments
- Expanded service mix, GMA, and project-delivery mix
- Effective communication
- Client-representative loyalty



---

---

---

---

---

---

---

---

- Proposals
- Presentations
- QBS is used more
- Familiarity with methods
- More trust
- More opportunity for value-based pricing, fixed-fee assignments
- Expanded service mix, GMA, and project-delivery mix
- Effective communication
- Client-representative loyalty
- Risk-information source




---

---

---

---

---

---

---

---

- Proposals
- Presentations
- QBS is used more
- Familiarity with methods
- More trust
- More opportunity for value-based pricing, fixed-fee assignments
- Expanded service mix, GMA, and project-delivery mix
- Effective communication
- Client-representative loyalty
- Risk-information source
- Referrals




---

---

---

---

---

---

---

---

- Proposals
- Presentations
- QBS is used more
- Familiarity with methods
- More trust
- More opportunity for value-based pricing, fixed-fee assignments
- Expanded service mix, GMA, and project-delivery mix
- Effective communication
- Client-representative loyalty
- Risk-information source
- Referrals
- Respect, trust, friendship (what it's all about!)




---

---

---

---

---

---

---

---

IT'S ALL ABOUT  
**PEOPLE**

**BACI-NER**  
BATHURST COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

YOU ARE  
TECHNICAL  
PROFESSIONALS  
IN THE  
**PEOPLE  
BUSINESS**

**BACI-NER**  
BATHURST COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

*Mary Kay Ash*



**BACI-NER**  
BATHURST COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

**Take another look at the favorite client-representative attributes list.**



---

---

---

---

---

---

---

---

**Take another look at the favorite client-representative attributes list.  
Which may be most important?**



---

---

---

---

---

---

---

---

- Honest
- Reliable
- Trustworthy
- Capable
- Punctual
- Gives recognition/Makes me feel important
- Gives the occasional freebie
- Listens
- Puts me first
- Convenient
- Responsive
- Anticipates my needs
- Friendly
- Considerate
- Takes a personal interest in me
- Pays on time



---

---

---

---

---

---

---

---

**How do I do that?  
What do I need to  
know?**

**BACI-NER**  
BATHURST COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

**1. Personal Passions**

**BACI-NER**  
BATHURST COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

**1. Personal Passions  
2. Job-Related Passions**

**BACI-NER**  
BATHURST COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

1. Personal Passions
2. Job-Related Passions
3. Job Background



---

---

---

---

---

---

---

---

1. Personal Passions
2. Job-Related Passions
3. Job Background
4. Pet Peeves/Preferences



---

---

---

---

---

---

---

---

1. Personal Passions
2. Job-Related Passions
3. Job Background
4. Pet Peeves/Preferences
5. Marital Status and Family



---

---

---

---

---

---

---

---

1. Personal Passions
2. Job-Related Passions
3. Job Background
4. Pet Peeves/Preferences
5. Marital Status and Family
6. Birthday

**BACI-NER**  
BACI-NER COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

1. Personal Passions
2. Job-Related Passions
3. Job Background
4. Pet Peeves/Preferences
5. Marital Status and Family
6. Birthday
7. Hometown

**BACI-NER**  
BACI-NER COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

1. Personal Passions
2. Job-Related Passions
3. Job Background
4. Pet Peeves/Preferences
5. Marital Status and Family
6. Birthday
7. Hometown
8. Higher Education

**BACI-NER**  
BACI-NER COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

1. Personal Passions
2. Job-Related Passions
3. Job Background
4. Pet Peeves/Preferences
5. Marital Status and Family
6. Birthday
7. Hometown
8. Higher Education
9. Attitudes about Alcohol

**BACI-NER**  
BATHING COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

1. Personal Passions
2. Job-Related Passions
3. Job Background
4. Pet Peeves/Preferences
5. Marital Status and Family
6. Birthday
7. Hometown
8. Higher Education
9. Attitudes about Alcohol
10. Food Preferences

**BACI-NER**  
BATHING COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

**Every client-for-life  
relationship begins  
with what?**

**BACI-NER**  
BATHING COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---



**Every client-for-life  
relationship begins  
with what?  
The First Engagement**

**BAC-INER**  
BATHING COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

**It's up to you to turn  
the client  
representative into a  
friend.**

**BAC-INER**  
BATHING COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

**FRIENDS LIKE  
DOING BUSINESS  
WITH FRIENDS.**

**BAC-INER**  
BATHING COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

**And by the way...**

**BAC-INER**  
BATHING COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

**FRIENDS DON'T SUE  
FRIENDS.**

**BAC-INER**  
BATHING COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

**Also Scheduled**

**BAC-INER**  
BATHING COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

**Also Scheduled**

March 6, 2013: **Expectations Management**  
(John Bachner)



---

---

---

---

---

---

---

---

**Also Scheduled**

March 6, 2013: **Expectations Management**  
(John Bachner)

March 20, 2013: **Justice Theater: Litigation and the  
Resolution of Your Disputes**  
(John Bachner)



---

---

---

---

---

---

---

---

**Also Scheduled**

March 6, 2013: **Expectations Management**  
(John Bachner)

March 20, 2013: **Justice Theater: Litigation and the  
Resolution of Your Disputes**  
(John Bachner)

April 3, 2013: **Gaining Referrals: Their Worth;  
Gaining More of Them**  
(John Bachner)



---

---

---

---

---

---

---

---

## Also Scheduled

March 6, 2013: **Expectations Management**  
(John Bachner)

March 20, 2013: **Justice Theater: Litigation and the  
Resolution of Your Disputes**  
(John Bachner)

April 3, 2013: **Gaining Referrals: Their Worth;  
Gaining More of Them**  
(John Bachner)

April 17, 2013: **Limitation of Liability**  
(John Bachner)

**BACHNER**  
BACHNER COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

## Questions?

Just e-mail  
[john@bachner.com](mailto:john@bachner.com)

**BACHNER**  
BACHNER COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---

**Thank You**



**BACHNER**  
BACHNER COMMUNICATIONS, INC.

---

---

---

---

---

---

---

---