

OPPORTUNITY NOW 2021

Client Service Training

G2G



BEST PRACTICE

Do you know **what you are delivering?**

Want vs. Need



Want TO → Need

Consistency is KING!



Context is just as
important.



Personalize your communication



The importance of speaking 'we'

- “We” reminds your clients that you are a part of a larger team which builds confidence and pride in working with you.
- “We” can protect YOU! When using “we” to describe work, it can protect against moments where a mistake happens. It isn't just you floating out there alone but the entire company that needs to correct it.
- “We” can lead to new opportunities.



**Never air
company dirty
laundry.**



**Listen more
than anything.**



**Relationships
are as
important as
the data**



**But
remember,
you represent
G2G, not you.**



THE MOST IMPORTANT

It's not about you!

Want TO → Need



**KEEP
CALM
AND
TRUST
YOUR GUT**