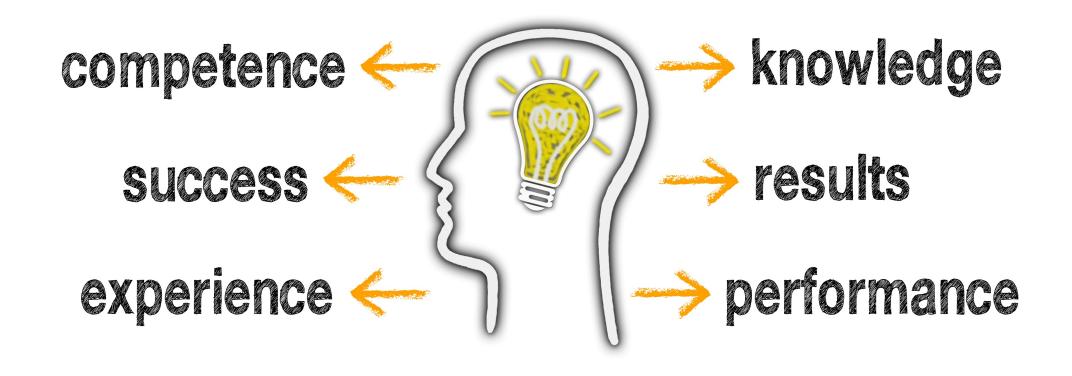
OPPORTUNITY 2 Client Service Training



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.





It's not about you!

Want TO Need



KEEP CALM

AND

TRUST YOUR GUT