

1. Record Nr.	UNINA9910460347503321
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Titolo	Effective client management in professional services : how to build successful client relationships // Jack Berkovi
Pubbl/distr/stampa	Surrey, England ; ; Burlington, Vermont : , : Gower Publishing Limited : , : Gower Publishing Company, , 2014 ©2014
ISBN	1-317-14562-3 1-4094-3790-6
Descrizione fisica	1 online resource (377 p.)
Disciplina	658.8/12
Soggetti	Customer services Service industries - Marketing Professions - Marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; List of Figures; List of Tables; List of Interviewees ; List of Case Studies; About the Author; Preface; Acknowledgements; The Challenge; Introduction; Chapter Summary; 1 Orientation: Developing a Culture of Client Orientation; 2 Buyers: How Clients Buy Professional Services; 3 Portfolio: Managing the Client Portfolio; 4 Satisfaction: Client Satisfaction and Loyalty; 5 Care: The Role of Client Care; 6 Brand: Brand, Differentiation and Positioning and their Impact on Clients; 7 Reputation: Gaining Reputation with Clients; 8 Relationships: Client Relationship Development 9 Development: Establishing an Effective Client Business Development Programme 10 Attraction: Attracting New Clients; 11 Proposals: Developing Winning Client Proposals and Bids; 12 Innovation: Innovations that Impact Clients; 13 The Impact on Clients of Mergers among Firms; 14 The Way Ahead for Clients of Professional Services Firms; 15 The Client Management Profile <sup>TM</sup> ; Appendix 1: How Clients Think and Feel; Appendix 2: Buyer Profiling; Appendix 3: Feature, Advantage, Benefit, Evidence Exercise; Appendix 4: Strategic Client

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Sommario/riassunto

Effective Client Management in Professional Services explains how firms become client-centric, providing a comprehensive, pragmatic, guide to the Client relationship journey, from identifying potential Clients to their engagement, care, retention, development, loyalty and beyond. The handbook format has exercises and tools which can help to establish which Clients are likely to be the most lucrative and thus provide the desired financial returns. The book also includes insights from top practitioners, anecdotes, case studies, charts and useful exercises and checklists. Readers can also determi

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