Client Perspective

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Based on the 25-year study of decision-makers published in the book *Clientize—Who Gets In, Stays In, and Why*

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The 30 Points of Client Perspective

Try to see the world from your clients' point of view. Try to understand their challenges and business objectives. This is the starting point of success. To do this, we must walk in our clients' shoes to understand our clients' pressures and challenges.

In large, complex, strategic sales, we need the perspective of each one the client's staff—these are the stakeholders, the people who decide what to do. We need to feel what they feel. If we cannot understand the perspective of the organization's stakeholders, we cannot be relevant. To be relevant, we have to feel what it is like to sit in their seat.

This requires empathy, and it is the basis for what I refer to as "The 30 Points of Client Perspective." These thirty points come from twenty-five years of interviewing stakeholders and what they said they needed (reference the study and the book *Clientize: Who Gets In, Stays In, and Why*).

These thirty points are from my new book *Measurable Business Results: The Ultimate Differentiator that Distinguishes You and Your Firm and Eliminates the Competition.*

1. I don't want to make a mistake.

2. I don't want to be sold something I don't need.

3. I want to make sure you can do what you say you can do. Give me facts and evidence. Not a story.

4. I am afraid I will spend too much money and not get what I thought I was getting.

5. I don't want to lose my job by making a bad decision.

6. I fear you and your staff may be incompetent, make a mistake, and embarrass me. Show me, by your actions, that you are competent before I buy .

7. I want to be respected by my boss, colleagues and peers. Make me look good.

8. I don't want your service or solution to create extra work. Make my job easier.

9. Know how you can help me. Don't expect me to figure that out.

10. See the world from my perspective. Know what's important to me. Talk about what's important to me.

11. If I am not getting it, if I do not understand what you are trying to tell me, pause, back up, and start over. But don't make me feel stupid. I'm not the expert you are. And maybe you just suck at explaining things.

12. Educate me without embarrassing me, or making me look bad, especially in front of others.

13. Speak my industry language, not yours. Don't use your industry acronyms and jargon. Don't lose me.

14. Know my business, my concerns, and my objectives. Know how you can help me achieve my objectives and allay my concerns.

15. If you want my attention, speak about how I am going to profit, not about how bad your competitors are.

16. Don't try to close me. Don't offer once-in-a-lifetime deals. Instead of closing, be so good that you allow me to buy.

17. Don't talk about your other clients and the dumb things they do. I am going to wonder what you say about me.

18. Keep your small promises as well as big promises. If you say you will call me at 2:00 PM and you call at 2:05 PM, you didn't keep your promise. If you don't think this is important, then that says something.

19. If you say you will follow up, follow up. Don't make me wait; my time is valuable. Make me feel I am worth it.

20. Bad news is not one of those things that gets better with time. When you or a team member make a mistake, take responsibility. Take responsibility to fix it, too.

21. Make it easy to do business with you. Little things count. Make it easy for me to get hold of you. Have your cell phone number at the bottom of your emails so I can just click on it to call you.

22. Be thoughtful. Don't multi-task during a call; I can hear the keyboard clicks. Moreover, do not hold a conference call on the speakerphone, unwrapping your fast food (it sounds like a forest fire to us), especially from your mobile phone as you are driving through Wyoming before you enter the command that allows my five people to stay on the call when your cell coverage drops.

23. Make sure the people I rely on in my organization are on board with you and your solution. Don't leave me out there to defend you or your solution alone.

24. Dress for success, not as if you're getting ready to cut the grass. When you come into my office dressed down, it's a reflection on me, because I hired you. It's definitely a reflection on you, your firm, and your profession. If you don't respect any one of those, at least respect me, because I'm paying you.

25. Come to the meeting prepared; have an agenda, don't go looking for a pen or paper as an afterthought, and close out the meeting with action items.

26. Construct your thoughts before you meet with me, not on the fly. I do not want to sit and wait as you think about what to say next. Also, know what you are talking about or keep your mouth closed. It’s okay to say, “This is not my area of expertise.”

27. Take notes when we are meeting. Even if you have a great memory, still take notes. The palest ink is stronger than the best memory. Moreover, it makes me feel that what I am saying is important.

28. Don’t friend me on social media. I don’t need another friend. I need someone I can trust, someone I can count on, to get me the facts, help me address our challenges, and be there when I need them.

29. I need results. Everything is results. I don’t need the latest or the best of something. Results make me look good. If I look good, you look good.

30. Don’t exaggerate or use superlatives. The last thing I want to hear is your firm is best in class, unmatched, unequaled, unparalleled, second to none, and unsurpassed, or that what you are selling is “best of breed,” unless of course I am buying a dog.

About Joe Murphy

Joe Murphy has been practicing what he preaches *most* of the time for over twenty-five years. He has managed sales and consulting organizations both large and small across four continents. He has served clients in multiple industries including government, high tech, financial, healthcare, manufacturing, and professional services.

Joe has helped grow revenue, improve profits, and turn around troubled organizations. He has held various positions in Fortune 100 corporations and start-ups and has served as a corporate officer to both the New York Stock Exchange and NASDAQ.

He is a frequent speaker and presenter to corporations and conferences. He is also a sought after guest speaker to colleges and universities. He has provided workshops onsite, training conference calls and webinars and has coached executives at multiple levels including the C-level.

His speaking and related services are tailored to the organization's needs on a wide range of topics including: winning profitable business, leadership, creating high-performance teams and cultures, establishing value-based relationships, and winning lifelong clients.

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