

Brag sheet

What can you do so that your client will brag about you? Here are thirty that a workshop group came up with. Think of twenty more ideas that are unique to you.

1. Deliver more than you promise
2. Make opportunities to meet as many employees as possible
3. Request copies of the organization's newsletter and telephone directory
4. Keep everyone informed; publicize project status as appropriate
5. Keep both company and individual information confidential
6. Adapt your work style to that of the organization
7. Meet all deadlines
8. Find ways to build trust
9. If you cannot meet a deadline, inform your clients as soon as you know and tell them why
10. Make the client feel like the 'only' client
11. Send articles and share books and websites that would be helpful to individuals
12. Be tough on the problem, but supportive of the person
13. Write thank-you emails and how-are-you-doing emails
14. Be available when not on-site
15. Follow through on special requests from individuals
16. Assist with developing outlines for future needs that support the effort
17. Be prepared to help your client deal with the stress of change
18. Support your client. Find positive aspects in situations that he or she may not see
19. Avoid internal politics
20. Discuss the organization's successes, but also discuss your objective thoughts about what could be done better
21. Discuss small problems before they become big problems
22. Be prepared to deal with unplanned delays – cheerfully
23. Openly discuss delays caused by the client that may prevent you from meeting deadlines; resolve them with the client
24. Plan and work as partners
25. Give the client credit for success
26. Coach on an individual basis
27. Teach by example
28. Ask for feedback
29. Apologize
30. Smile