

Characteristics of a Great Client Relationship

- 1 Trust.**
How strong is the client's trust in your professional competence, in you as a person, and in your firm as an institution? Can you work informally, without constant checks and controls?
- 2 Transparency.**
Does the client openly share information with you about their plans, programs, priorities, upcoming initiatives and so on?
- 3 Thought leadership.**
Are you perceived as a trusted business advisor who brings both subject matter depth and broad business knowledge and judgment to the table? Are you shaping and leading the client's agenda, or simply reacting to it?
- 4 Inner circle.**
Do you have a "seat at the table" for significant strategic and operational conversations and decisions?
- 5 Reference-ability.**
Would this client simply provide a passive reference if asked, or are they actively promoting you and your organization to colleagues and friends, and creating referrals for you?
- 6 Loyalty.**
Will the client always use you and the firm in areas of acknowledged competence?
- 7 Breadth of relationships.**
Have you built many-to-many relationships with this client, at multiple levels, including with senior economic buyers?
- 8 Breadth of services.**
Do you provide multiple services to this client?
- 9 Overall relevance.**
Do you have a high "share of wallet" for your services? How strongly relevant are you to this client—that is, are you one of many vendors or an essential partner in achieving their business goals?
- 10 Financial performance.**
Are the financial dimensions of the relationship characterized by steady or increasing revenues, low volatility and risk, and low sales costs?