

Activity 43-A

EXERCISE TIME.

1. Take your “Best Client Relationship” that you have now and on a blank document, start writing descriptive words that you know about them, that drive their actions; Do you know without looking what their core values are or are not, write them down? _____
2. Now look at that “Best Client Relationship” point-of-contact as a client and review any documents/website/mission-statement/annual-reports/etc. that you have or can get access to and benchmark what you know to be guide posts to interacting with them against what the paper trail reflects (their *Mission Statement/Personal Position Statement*) ...How close are you?
3. Now consider this same exercise on the front side of every B2B or B2C interaction you have moving forward?