ELEVATE YOURSELF FROM VENDOR TO TRUSTED ADVISOR

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Understand their projected staffing needs, the greatest challenges
You have developed strong rapport and trust with this client
You would score lower and be considered a vendor, if more than one of the following facts is accurate:

• You are one of many resources utilized

• The only time you talk to your clients is when you have a contract or order

• Communication is mostly accomplished by email

• You know very few personal facts about your clients
Strong client relationships are built on three main principles:

1. Earn, establish and maintain client trust
2. Customize your services to meet the needs of your clients
3. Actually partner with your clients
Clients must feel like a top priority
They must know they can trust you to be honest
Always maintain a high standard of ethics
To understand what your prospects or clients need from you, just ask them.

The first rule of sales is to determine the needs of your prospects and then position yourself as the solution.
Nine tips help elevate your client relationships
1. Stop working with clients who are a waste of time

- Clients who negotiate your rates and are not competitive
- Clients who do not pay you on time
- Clients who won’t sign your contracts or orders
- Clients who insist you sign their agreement
- Clients who don’t agree to your guarantee
- Clients who won’t provide you with a thorough contract or order
- Clients who expect you to work on mission impossible
- Clients who don’t communicate
- Clients with long interviewing processes that kill deals
- People who don’t hire from you or impact your sales or income
2. Emphasize the WIIFM (What’s In It For Me) of your client

Always emphasize the “What’s In It For Them” Utilize the statement, “I take my direction from you” this empowers your clients.
3. Under promise; Over deliver

Sense your high level of commitment and always feel like a top priority.

Best listener in this client’s life
4. Differentiate

Key Differentiator is **You** - the Account Executive

- Most products are perceived as the same
- Most companies are perceived as the same
- Most salespeople are perceived as the same
5. Be more prepared than your competition

Know the following:

- Information on your prospects prior to a contact
- Values and company culture
- Hot buttons or challenges
- Reputation in their industry
- Associations or organizations they support
6. Become the best listener

- Identify their greatest challenges
- Identify issues they need resolved
- Identify the talent which is most difficult for them to hire
- Become their sounding board
- Listen to understand where they are coming from – not to solve all their issues
- Know your goal is to become their trusted advisor
7. Provide more perceived value

- Survey your clients on a regular basis to improve and add services
- Provide weekly updates
- Keep them informed of workforce/workplace issues
- Think outside/in – see your service from their eyes
- Customize your service around their needs
- Prep them before interviews with your candidates
- Be extremely accessible (cell phone, home phone, text, etc.)
- Treat them as a top priority 100% of the time
8. Your value propositions

Understand and share your value proposition
• Why should they use you instead of one of your competitors?

Create TOMA (Top of Mind Awareness) in your niche
9. Utilize alternative methods to write orders and contracts

- Review your current methods and add new ways to attract clients.
- Conduct daily reference checks that are converted into marketing presentations.
- Call past employers of your candidates using inside information.
- Marketing or skill sell a candidate daily.
- Write and email Bi-monthly articles to clients and prospects with list of top candidates.
- Write for trade publications – be perceived as an expert.
When you implement the ideas shared, you will elevate your status with clients from vendor to trusted advisor and as a result you will not only write, but will also fill more business.