

The Seven Principles of Five Star Client Service

#1 – Connecting (Relationships)

“Meaningful relationships are developed through ongoing communication, which fosters trust, care and confidence. Proactive connecting builds relationships.”

Building a strong internal team within your firm requires you to building strong working relationships through open and honest communication.

#2 - Taking the Order

“Expected results are created in the mind before they are produced.”

Every successful job or project begins with proper preparation and communication. Your firm should work to anticipate each other’s perspectives and needs while asking the right questions to ensure the “order” is being taken correctly.

#3 - Delivering the Order

“Perceptions of value for intangible services are created through emotions.”

Delivering the order focuses on making sure all parties understand the service that’s been performed and the benefits that have resulted. Consistently delivering the order well begins to make your firm a great place to work.

#4 - Ascertaining Satisfaction

“Long-term relationships are sustained from meeting, and then exceeding, stated and unstated needs.”

Ascertaining satisfaction is making sure your team understands how their efforts are perceived by those they are serving and if expectations were met.

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#5 - Offering Dessert

"The law of the harvest – you reap what you sow."

Offering Dessert is one of the most fun parts of belonging to a high-performing, strongly branded firm. It bonds relationships and enhances your firm's culture. The best firms seek opportunities to offer dessert.

#6 - Collecting the Check

"The perception of value is highest at the moment of delivery."

Internal and external clients value services the most at the time of delivery. Collecting the Check is the appropriate time to set the stage for the relationship's future and build ongoing satisfaction.

#7 - Recovery

"Long-term trust and respect is built on taking responsibility for your actions."

Recovery is the systematic steps we take to reestablish a relationship after we make a mistake or create a problem.