



Client Executives Highly Value Opportunities to Share Candid Insights

Sets the Stage for Enhanced Dialogue, Partnership, and Competitive Differentiation

Senior client executives are often overlooked when companies implement programs to solicit candid views of their sales and account management performance. But doing this can be a game changer. Obtaining feedback from these executives, acting on what is learned, and achieving measurable improvements will have an outsized impact on retention and growth.

Senior executives are surprisingly approachable and eager to share their opinions. A strong by-product is that this generates goodwill to elevate relationships and continued dialogue with this important level of executives.

Here is what several senior executives have shared after answering probing questions about companies delivering important services and products to their organizations:

*"I have **never been contacted**...gaining my feedback is a **great sign**"*

*"**Makes me feel better** that they really want to **become better as a company**"*

*"I **applaud any organization** that looks to see **where they can improve**"*

*"It's a **bit of a therapy session**, so I feel like I **unloaded a lot of stuff**"*

Effective ways to obtain valuable feedback from client senior executives include:

- **Emphasize Importance and Value:** Communicate the significance of their feedback to your company and how, in turn, this will benefit your client through improved understanding and service delivery.
- **Use Experienced Interviewers:** Assign a professional team to interview these executives so it is as close to a peer-to-peer discussion as possible.
- **Probe for Elaborate Insights:** Ask strategic, open-ended questions as this is what senior executives are accustomed to answering.

- **Use Consistent Approach:** Ask the same questions to each executive to assure a consistent level of richness from everyone you interview. This will also enable you to analyze both individual and aggregate feedback.

A formal, prescriptive program will plant the seed for enhanced and genuine interactions and partnerships moving forward. This will also create strategic differentiation since, in all likelihood, your competitors are not doing this.

[Video](#)

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