



## **Client Executives Highly Value Opportunities to Share Candid Insights (Episode 2)**

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

As covered in our last newsletter and video, senior level client executives greatly value opportunities to share candid views of their providers' sales and account management performance. They appreciate:

1. Companies implementing a proactive program to hear their constructive feedback.
2. The newness of the concept – they are rarely, if ever, asked what they think in a professional, probing interview setting.
3. How therapeutic it is to openly share frustrations and positive opinions.
4. Companies focusing on continuous Improvement

A formal, prescriptive program to solicit rich senior client feedback will set the stage for enhanced and genuine discussions and partnerships moving forward. You will also learn timely, valuable insights to continually improve your sales, services, products, relationships, and services to more efficiently and successfully retain customers.

#### [Video](#)

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