Hi guys,

Thankfully, we are experiencing a lot of demand for our services. Our improved website pages are working. This means more fees and more exciting experience for us project managing business start ups in new countries. This also means more work and the risk of more stress too. To optimise your time and minimise stress, while optimising sales and Client satisfaction, I recommend the following:

Lets engage quality Clients and avoid time wasters. Characteristics of quality clients include i) those who are comfortable with our fees ii) those who are clear as to what they want and they are decisive iii) those who ask quality questions iv) those who want quality service and are willing to pay for it v) they are mannerly and respectful vi) their auto-signature contains their contact details;

***When on the phone to Clients***

1. Let the Client do all the talking, listen to their business problems. While they talk, the business solutions will come to you. To optimise the accuracy and completeness of your recommendations, speak with words of truth, avoid excess, unnecssary talk;
2. As much as possible, answer yes or no to Client questions. It shows confidence and builds trust. If you don’t know, tell them that. Thereafter, you can transfer the call to me or tell the Client you will ring back with the answer;
3. Only talk about what you know. Clients recognise the truth, they recognise simple solutions, they recognise common sense advice. It is impossible to make a sale to a Client by bullshitting them;
4. Offer the advantages and disadvantages of your propsed solution. This builds trust and shows we are not supermarket selling packaged solutions;
5. Let the Client know approximate fees early in the conversation. If they are too high for the Client, then he will not waste your time on the phone. If the Client stays on the line and asks quality questions, then this is the Client we want;
6. If you feel the phone conversation is not with a quality Client, save your time and email a retainer fee to them;
7. When you are finished speaking with quality Clients, transfer to me to help close the deal;

***Sales emails***

For quality inquiries i) ring the Client immediately and then send the sales email ii) spend time making the sales email as tailored as possible for their specific company and industry iii) ring this quality Client the next day to ensure they got the email and all of the attachments;

In the eyes of quality Clients, spelling errors materially reduce the quality of sales emails;

Ensure you apply the invoice checklist to each sales email;

Quality Clients often read sales emails on the ipad. Thus keep emails short and precise;

***Existing Clients email status updates***

Always tell the Client about important problems, together with the proposed solution. They will appreciate this, they will not be angry;

I need to review and approve the content of all sales invoices in i) engagement advancement emails and ii) emails asking client to settle the invoice. I need to review and approve i) large detailed status updates ii) any Client emails discussing problems and solutions;

***How to minimise stress and optimise your job satisfaction***

* Less doing and more communication with Aidan and Clients. Keep everyone happy;
* Frequently ring the Client to discuss life, it is a fast effective way to eliminate engagement pressures;
* Cease thinking about the next task, give all your attention to the present task;
* Delegate as much as possible, so you have time to do the above;
* Don’t immediately react to emails and be pulled away from what you are doing. When you receive an important email, immediately revert to the Client to advise you will email him by 3pm today/tomorrow. When you receive an unimportant email, during the day revert to the Client to advise you will email him within a week;

***Conclusion***

I think we should circulate this email amongst our selves and add in your ideas. This will serve as a useful guide for all of us, including new joiners.