



## 60 Ground Rules for Effective Client Service, Biz Coach Terry Corbell



*Seattle Biz Coach Terry Corbell shares 60 ground rules for effective client service – advice for consultants – at the request of a reader.*

**Oct. 24, 2009** - [PRLog](#) -- Uncertain times for consultants call for an improved focus on client service, and Seattle Biz Coach Terry Corbell shares 60 ground rules for client service.

Mr. Corbell's client-service ground rules have helped insure his success in delivering strong results for his clients – both private and public sector – since 1992 (<http://www.bizcoachinfo.com>).

These common-sense parameters were originally developed and graciously shared with me by Cork Platts, a highly successful Los Angeles marketing consultant," says Mr. Corbell. "They have been instrumental in maintaining long-term relationships."

That includes two valued clients for 15 consecutive years and a third for 10 years. This has been made possible in large part by Mr. Platt's influence.

Mr. Platts is a leader among his peers and founded Consultants West (<http://www.consultantwest.com>), a roundtable of accomplished consultants that meets regularly in Los Angeles. Even though he is based in Seattle, Mr. Corbell is also a member.

Mr. Corbell says many elements in the client-service ground rules are applicable for salespeople.

"Aside from budgetary issues, when salespeople fail to develop and sustain successful relationships, it is usually because they fail to understand the needs of their prospects, they fail to focus on making client cash registers to ring and they fail to show enough empathy and appreciation," Mr. Corbell explains.

Mr. Corbell shared the ground rules at the request of a reader of his columns. For full details, visit: <http://www.bizcoachinfo.com/archives/106>.

His Web site details his background and provides scores of free performance-enhancing strategies.

With more than 30 years experience, he knows an outside participant is usually needed in delicate matters, such as financial-turnarounds. He delivers strong results objectively and efficiently.

For crisis management, his strategic plans include every contingency. Mr. Corbell is a discerning, big-picture strategist, who does understand and he provides the right solutions for success. Not only does he read the numbers, he accomplishes what he calls "reading the room." He provides both short and long-term solutions after determining how and why the company is stumbling.

“Not to criticize, many accountants crunch the numbers but they don't fully understand what actions are required to improve the financials,” he says. “For example, many will recommend slashing the marketing budget, which might not be the right area to cut back and history shows it should be the last resort.”

His nine-point financial turnaround program, on a pay-for-performance basis, includes:

- Maintaining optimism
- SWOT analysis
- Written plan for marketing/sales and operations (update as warranted)
- Getting everyone on the same page – key employees and board
- Managing cash flow
- Targeting the right customers in the right way
- Communicating with vendors and employees
- Taking responsibility with vendors, tax officials
- Customer service focus

He has provided confidential business solutions for Seattle-area companies ranging from high-tech to professional service firms, and for the public sector since 1992. Mr. Corbell's management services range from strategic analysis and planning to marketing, human resources training and mentoring. As managing member of CMS Associates LLC, he is developer of The CMS Approach.

Using his strategic proprietary systems and best-practices management, The CMS Approach solves the two salient, complex issues impacting profits:

1. Competitive marketplace forces.
2. The internal factors that impede the control of costs, performance and quality.

In addition to his Web site, The Biz Coach is also published on the Money News page at <http://www.kirotv.com/sponsors/16850870/detail.html>. KIRO is the "2009 National Edward R. Murrow Award Winner for Overall Excellence." Mr. Corbell has written about 500 business-coaching columns since 2001 for several media Web sites.

New York Times columnist Brent Bowers featured him twice in 2008. First, the New York Times columnist profiled him. Then, for a second issue, Mr. Bowers asked him to take questions from the newspaper's readers. It resulted in an avalanche of readers seeking Mr. Corbell's business advice.

He is also an entertaining public speaker who engages his audience. His seminars are highly interactive, informative and fun. Each person in the audience feels Mr. Corbell is talking with them, not at them.

He often draws upon his experiences in broadcasting and business to explain his principles.

His full-range of results-oriented training seminars and classes include:

- The Seven Steps to Higher Sales
- Finance for Non-Financial Employees
- Generating Profits in Customer Service, Sales and Teamwork
- Managing for Success & Developing Leadership
- Harassment: How to Avoid the EEOC Crosshairs
- Creating Change and Managing Growth

Many classes are presented in special half-day seminars at a recession-buster price.

The Biz Coach seminars' benefits include:

1. Convenient, on-site training
2. Experiential exercises.
3. Tailored for your industry
4. Flexible class times
5. Tutorials

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Biz Coach Terry Corbell is a business-performance consultant and profit professional. As a longtime media columnist, he publishes performance-enhancing strategies at The Biz Coach: <http://www.bizcoachinfo.com>, Proven Solutions for Maximum Profits.

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Tags	<a href="#">Customer Service</a> , <a href="#">Marketing</a> , <a href="#">Human Resources</a> , <a href="#">Profit</a>
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