Topic Project Discovery Statement

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Starter Article https://due.com/blog/8-tips-improve-client-communications/

tips to follow, and how to improve communication with your clients.

Additional Content

https://www.macquarie.com.au/advisers/improve-client-communication.html

https://www.successagency.com/di/effective-client-communication/

https://www.forbes.com/sites/forbescommunicationscouncil/2019/07/03/how-to-win-at-client-communication/#4c75f8a57806

Main Points

- **What does my client need or what do they value and,**
- **How can I deliver that to them in a way they can understand?**

Establish a human connection, consider comfort zones and be sensitive, Use company brand to your advantage, use technology communication channels for distance.

Establish business rules, push back the right way, self-correct with feedback, don't say "no" but softly direct them to a different approach like "well lets also consider this"

This is missing - additional information sources to round out the information.
- how you are approaching the website planning? {user survey, user analysis, content analysis}

five essential pillars of client communication

1. Transparency

   Tell them what they need to know, and tell them when they need to know it."

2. Empathy

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Thinking of yourself as a member of your clients' teams forces you to put yourself in their shoes, and putting yourself in their shoes enables you to more closely align with their ultimate goal: to grow their businesses.

3. Self-awareness

In the context of communicating with a client, self-awareness means distinguishing and recognizing the roles you each play. This, like being transparent, is pretty straightforward. It's crucial that you both let this distinction inform how you interact with one another.

4. Context

Contextualization is all about framing the challenge or question you're facing within the bigger picture. The first instance pertains to how you should respond when a client is frustrated with something that's out of your control. You and your clients have to be on the same page as far as everyone's expectations go.

5. Flexibility

communicating with clients in a healthy, effective manner is your ability to adjust to different personality types. Some of your clients will treat you like a friend—taking interest in your personal life and expecting you to reciprocate. Others will be strictly business

- What is the tone of the website

The tone of the website is very calm, to the point. It is informative and trusting, and ultimately only going to help improve the overall satisfactory of the business through better improving client communication skills. It makes everyone's lives easier.

Going to be using light and soft colors that are business related. Maybe tan and orange, and I'm going to bounce the colors based off of the pictures used.

The websites point of view will be in favor of client communication and how to better improve it. What steps is needed, what to consider, what to avoid, what to watch out for, just overall how to producer better outcomes with clients.

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Questions considered

Is this information relevant to you?

Have you ever dealt with a client before?

How collaboratively would you like to work?

What are your concerns when dealing with clients?

Do you think it’s important to have boundaries with your clients?

How would you set boundaries with your clients?

Client Communication

1

www.successagency.com

15 Keys to Effective Client Communication - Digital Insider

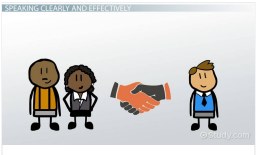
Communication is everything. But being an effective communicator is not as easy as it sounds. Read this to see how to ace your client communication skills. ...

www.macquarie.com

9 effective ways to improve client communication

See how thoughtful communication with clients pays dividends as Macquarie Bank reveals nine simple steps to improve your external business communication....

2



study.com

The Importance of Good Communication with Customers - Video & Lesson Transcript | Study.com

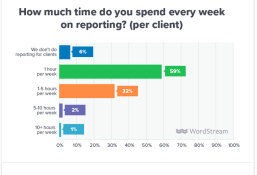
In this lesson, you will learn the importance of developing great communication skills with your customers. Learn more about how to apply these.....

due.com

Client Communications Done Right: 8 Tips to Follow

Client communications may sound like textbook speak but it's a practical part of running a business. To improve client communications, read this piece.....

3



www.wordstream.com

The 5 Pillars of Healthy, Effective Client Communication

Want to know how important good client communication is? More than 90% of the https://www.wordstream.com/blog/ws/2019/ of-the-agency-repor... marketing.....

ithemes.com

9 Common Client Problems (And How To Prevent Them)

If you work with clients, client problems are inevitable. In this post cover the 9 most common client problems and how to prevent them....

4

www.teamgantt.com

Client Communication Skills and Tips | TeamGantt

Managing projects and client relationships can stretch you thin. Move projects forward and keep clients happy with TeamGantt's client communication tips....

www.forbes.com

12 Ways To Improve Communications Between Your Agency And Your Clients

As efficient as digital communication tools are, it's still vital to occasionally speak on the phone or meet in person to build strong relationships....

Included in every website

- who is the website from
- what the website is about

Content Summary

topic	Client Communication
Data Type	Content Result
User characteristics influence	1. Collaborating with a team, not with the client. IMPORTANT setting boundaries with the clients and how to. Afraid clients will not understand the project and process, not meeting expectations, different personalities, no communication or not a lot.
Data Type	Content Result
User needs & goals influence	1. Simple things, apply to the future, facts and figures. Tips on how.
Website Statements	
website goals	To help educate users on how to best handle/ approach clients in every aspect. How to build relationships with your clients and improve communication.
website message	The best solutions to all your problems with current or future clients.
Tone	Direct, confident, trustful.

From the User Characteristics Survey determine:	
User Characteristics (behaviors)	**Design Approach**
Big Picture. Adults require the big picture view of what they're learning. They need to know how the small parts fit into the larger landscape.	Paragraph explaining the big view and how it will be presented and broken down (headings)
Present information different ways	Glossary/picture
Like to curate information Need to find more info sometimes	resources
Likes to practice/ hands on	Examples/tutorials
User Characteristics (motivation)	**Design Approach**
Frustrated if can't find information	[good headings] [introduction][index]
Adult learner: what's in it for me?	Benefit content block
Need for Community. Many self-directed adult learners prefer a learning community with whom they can interact and discuss questions and issues.	Help based, answers of issues
Goal-oriented. Many adults have specific goals they are trying to achieve. They prefer to partake in learning activities that help them reach their goals.	Useful steps, informative.

From your Topic Survey determine:	
Outcomes the User Wants	**Design Approach**
Helpful guides/ tips for ground rules, tools for keeping track of communication.	I will provide guides, and tips for keeping track of communication. Some resources/tools that can be used.
How to deal with clients/how to have the most efficient relationships with them.	I will explain the best ways to approach a situation with a client, and provide examples and how to bond.
How to set boundaries with the clients?	I will show pictures and examples of the do's and don'ts. I will provide info.

Detailed information on how to use this? Examples of this?	By providing examples, images and tips on how to use.
Facts and figures, good info on the topic, better communication, want simplicity.	I will show and explain facts and statistics, past problems and the correct solutions. How to go about it in the most simple ways possible.
Would like an outline on the benefits of this topic.	I will provide an outline and major ideas or points.

Ideas and Supporting Details

Your Attitude

don't talk badly about your clients to others. It colors your interaction with the client in the future.

Step away from your desk and give yourself some time to rethink rather then be in the moment

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Angry Clients

Appologize and be humble

verbalize the issue from the client's perspective

explain what happened and what we're doing to fix the issue

Take your time

Before meeting a client, do your homework

For new or potential clients, do as much research about the client and their needs as possible until you are completely familiar.

make certain you allocate enough time to truly have a good discussion.

Stay relevant

ensure that you have solid working knowledge of everything that your business has to offer

Be as familiar with your company's services, its prices, and the time it takes to deliver the goods to the client. Brag, but be humble.

when meeting with clients, or communicating with them through email, don't waste their time. Be quick

Communication

employ empathetic listening in your customer service setting.

Speak clearly and effectively

Be polite

Push Back Properly

Be gentle

offer lots of information behind your decision

Give them plenty of facts and figures to prove your point

Self-Correct

Get feedback

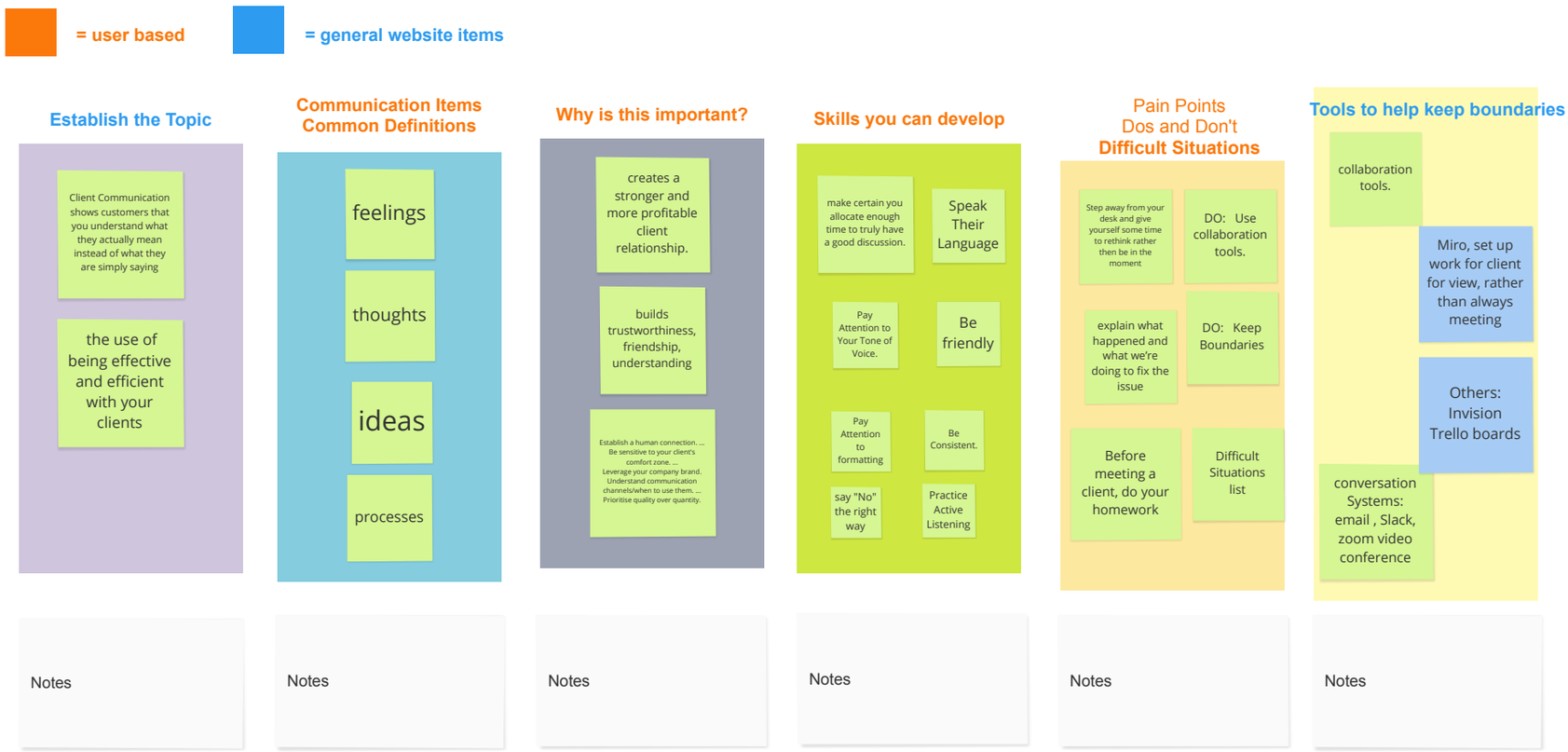
Routinely ask your clients how they rate their interactions with your company

consider designing a questionnaire for them to complete. Or have someone designated to follow up with them.

Organizing Principle: Around User

These are the sections on the webpage

main idea (h2) to the details (h3 and h4)



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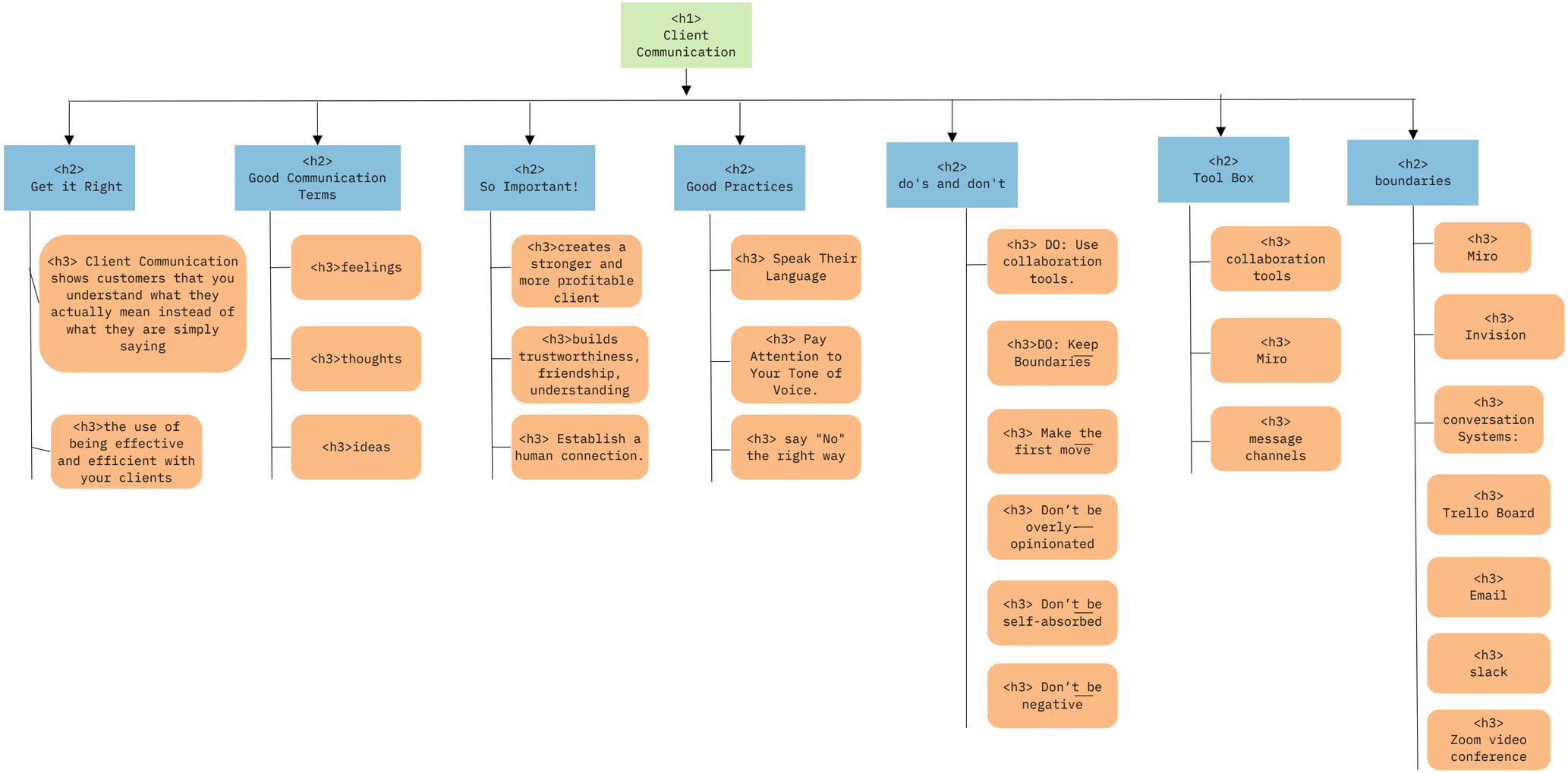
assets


<h1>
Client
Communication
<h2>
Get it Right
<h3> Client Communication shows customers that you understand what they actually mean instead of what they are simply saying
<h3>the use of being effective and efficient with your clients
<h2>
Good Communication Terms
<h3>feelings
<h3>thoughts
<h3>ideas
<h2>
So Important!
<h3>creates a stronger and more profitable client
<h3>builds trustworthiness, friendship, understanding
<h3> Establish a human connection.
<h2>
Good Practices
<h3> Speak Their Language
<h3> Pay Attention to Your Tone of Voice.
<h3> say "No" the right way
<h2>
do's and don't
<h3> DO: Use collaboration tools.
<h3>DO: Keep Boundaries
<h3> Make the first move
<h3> Don’t be overly—— opinionated
<h3> Don’t be self-absorbed
<h3> Don’t be negative
<h2>
Tool Box
<h3>
collaboration tools
<h3>
Miro
<h3>
message channels
<h2>
boundaries
<h3>
Miro
<h3>
Invision
<h3>
conversation Systems:
<h3>
Trello Board
<h3>
Email
<h3>
slack
<h3>
Zoom video conference