

**58 THINGS EVERY ADVERTISING & MARKETING
PROFESSIONAL SHOULD KNOW**

THE **ART** OF CLIENT SERVICE

REVISED AND UPDATED EDITION

ROBERT SOLOMON

FOREWORD BY DAVID YERKIN, CEO, CARAT AMERICAS

Art Of Client Service

Marco Cascella



Art Of Client Service:

The Art of Client Service Robert Solomon, 2016-03-07 A practical guide for providing exceptional client service Most advertising and marketing people would claim great client service is an elusive ephemeral pursuit not easily characterized by a precise skill set or inventory of responsibilities this book and its author argue otherwise claiming there are definable actionable methods to the role and provide guidance designed to achieve more effective work Written by one of the industry's most knowledgeable client services executives the book begins with a definition then follows a path from an initial new business win to beginning building losing then regaining trust with clients It is a powerful source of counsel for those new to the business for industry veterans who want to refresh or validate what they know and for anyone in the middle of the journey to get better at what they do *The Art of Client Service, Revised and Updated Edition* Robert Solomon, 2008-01-01 If you work with clients in any industry The Art of Client Service is for you If you work in an advertising or marketing agency then this book is indispensable Distilling decades of experience advertising executive Robert Solomon has compiled the definitive resource for advertising and marketing account executives a fast reading pocket size actionable checklist of 58 essential ideas to help client service professionals improve their account management strategy and skills Now fully updated and revised The Art of Client Service is geared to the entire account team copy writers art directors and planners researchers media executives support staff anyone who works with clients With brevity levity and clarity Solomon recounts both successes and failures and uses them to formulate fast reading actionable tips including Know when to look it up know when to make it up 7 What happens when I screw up 51 Respect what it takes to do great creative 19 In a high tech world be low tech 46 Be brief be bright be gone 31 How to write a letter of proposal 44 The Zen of PowerPoint 45 You'll also find new chapters on technology in advertising the changing role of client service in an increasingly high tech era and an updated bibliography of essential reading **The Art of Client Service** Robert Solomon, 2008 *The Art of Client Service* Robert Solomon, 2003 In The Art of Client Service Robert Solomon a well known advertising executive provides account managers in his industry and others with the fundamental guide to client service the care and feeding of a company's clients With brevity levity and clarity he teaches best practices for communicating with clients managing client expectations writing creative and strategy briefs to effectively communicate internally giving stellar client presentations conducting productive client and team meetings and much more This book is more than just a book for account executives in advertising agencies It is a definitive practical guide for everyone in advertising and marketing services who works with clients writers and art directors planners and researchers media and production executives even support staff It's also the perfect book for anyone in university who aspires to an advertising career and for recent graduates seeking their first job in the business **The Art of Client Service** Robert Solomon, 2016-04-04 A practical guide for providing exceptional client service Most advertising and marketing people would claim great client service is an elusive ephemeral pursuit not easily characterized by a precise skill

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and adjusting your customer service approach Companies that combine great technology with superior client service have unique differentiators that will reward them with high margins and repeat business from loyal customers Guyana HIV/AIDS Service Provision Assessment Survey, 2004 Guyana. Ministry of Health,2005 **Make Me Feel Special!** Bob Hooley,2014-04-10 Customer service is not a part of your business Customer service IS your business Business success whether retail service based or even direct buyer connection is built by establishing mutually profitable relationships relationships where you make the customer client feel special When you Make ME Feel Special you enhance your chances to convert me from a one time customer to a raving fan and long term profitable client and champion What is driving you and your team What is your defined purpose and strategic mission as an organization What is your defined purpose and strategic mission as a professional What are you providing for your prospective clients or customers What are you doing to engage and profitably motivate your team What are you doing to equip yourself and your team to grow and win You make money in business primarily when you are in face to face or phone to phone sales service or follow up contact with your clients You earn that money by delivering on what you contract and you leverage that money by maintaining good client contact and ongoing superior service But first you need to be and or keep in contact with them Keep in touch treat them specially and they will come back and bring their friends and colleagues too The Art of Customer Service is a skillful blend of all three with a focus on making your clients feel special We are dedicated to your growth and success We ve seen professionals business owners and top performing salespeople apply these techniques to create successful careers and profitable organizations Working to create a customer service based client centered culture will pay top dividends for years to come Customer service is a proven success tool for top performing professionals business owners and champion sales people **Guide National Des Services D'art Graphiques** ,1997 **Khmer, Thai, Indian and Himalayan Works of Art** Sotheby's (Firm),1986 *Fine American Indian Art and Important Books of Related Interest* Sotheby Parke Bernet Inc,1980 *Nineteenth and Twentieth Century Works of Art and Furniture* Sotheby's (Firm),1993 Art Libraries Journal ,2001 **Minnesota Statutes** Minnesota,2014 **Fine Pre-Columbian Art and Colonial Paintings of Latin America** Sotheby Parke Bernet Inc,1979 *Standard Directory of Advertising Agencies* ,1987

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