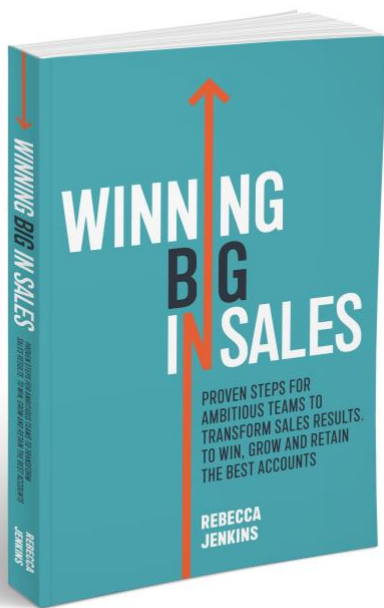




CLIENT RELATIONSHIP ASSESSMENT

CLIENT RELATIONSHIP ASSESSMENT GRAPH

Use the client relationship assessment graph either in conjunction with the V.I.T.A.L methodology detailed in the book, or as a standalone tool.

Measure where your client relationship is now and explore how to take move it to a partnership status to transform client growth.

Client Relationship Assessment Graph

Purpose

The client relationship assessment graph is a powerful conduit for improving the client/supplier relationship. Use it as both an internal and external assessment.

How to use it

To gain maximum impact with it, follow these steps.

1. Invite your team to assess where they consider the client relationship is using the graph. This can be done as a group or individually.
2. Discuss the outcomes, why they selected that point, what can be done to move up the graph. Ask your team to assess it again from what they consider the customer's perspective might be. Is it different, if so, why? (Discuss).
3. Invite your client to assess where they consider the relationship to be and discuss why they selected that point on the graph.
4. Discuss the gap between your assessment and the clients, understand why it's different. Debate what needs to improve and change to be in alignment. Then discuss how to move up the chart to a fully collaborative partnership.
5. Create a vision of that collaborative status with your client, which you both share and commit to achieving.

Transformational growth takes place when there is intense trust in the relationship. At that point a transformational project is developed and agreed. The project is aligned to the client's strategic goals and creates a transformation in their business.

Next Steps

Use the graph and follow through on the steps above – (graph is on the next page).

If you'd like more insights into creating transformational growth on client accounts, get a copy of the book at RJEN.co.uk.

Alternatively find out about our account growth transformation programme for global and SME businesses.

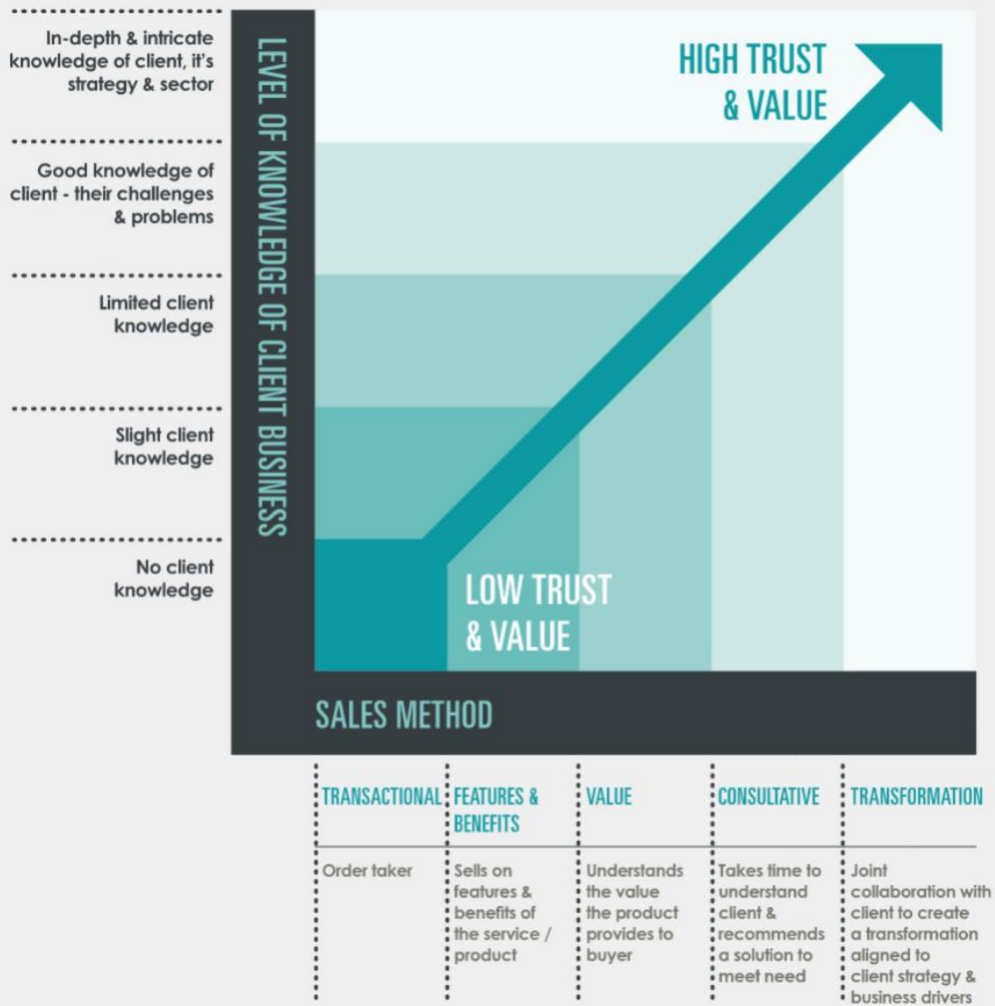
If you'd like to discuss this further, to understand how the V.I.T.A.L methodology works to transform client account growth, and its applicability to your business, please get in touch.

email@rjen.co.uk



Unlocking Business Growth Potential

CLIENT RELATIONSHIP GRAPH © RJEN



RJEN

Unlocking Business Growth Potential

About Rebecca Jenkins

Rebecca Jenkins is founder of [RJEN](#), an award-winning business growth consultancy. She is the author of *Winning Big in Sales* and a Keynote Speaker and recently recognised by Sellizer as a top 100 sales influencer 2021/22.

Rebecca works internationally with ambitious companies across a variety of sectors, optimising and advancing the performance and results of businesses that want to win significant clients and transform the growth of existing accounts.



Unlocking Business Growth Potential