

Effects of how you provide client service

How you do it

Proactive/ Empathetic	Vulnerable (client will look for better providers)	Loyal (...but client could be tempted to leave)	Unconditional Raving Fan! (a client for life)
Reactive/ Pleasant	Will Move (client will change asap)	Vulnerable (client will look for better providers)	Loyal (...but client could be tempted to leave)
Reluctant/ Alienate	Instant Death! (client will do anything to ensure you never work again!)	Will Move (client will change asap)	Vulnerable (client will look for better providers)
	You Fail	You Succeed	You Exceed