



A Dragon Walks into a Meeting Reading Group Guide

Questions and Topics for Discussion

1. What does client management mean to you?
2. What do you think you do well in client management? Having read this book, how do you feel you can you improve?
3. Of the Principles of Client Management, which has stayed with you the most?
4. What are some ways you make “account deposits” with your clients?
5. Recall a time you really connected with a client. What did you learn about them, and how did it affect your relationship?
6. What is a woobie? Can you think of any non-electronic examples?
7. What aspects of negotiation are you less familiar with, and who could you call on at your organization for help?
8. How well do you know your company’s products and services? Could you tell a story about them?
9. Do you implement any annual reviews or regular check-ins with clients? Would you be ready for an account review at any time?
10. What does it mean to “be present” in a meeting? Do you do anything differently to achieve this when the meeting is virtual?
11. How do you like to prepare for a meeting? What do you do after a meeting?
12. What are some ideas you have for client entertainment?
13. Were you surprised by any of the “micro-communication mistakes”? Has the way you think about email changed at all?
14. When should you call a client? What has stopped you from picking up the phone in the past?
15. Has reading *A Dragon Walks into a Meeting* affected the way you think about or approach your role?
16. What do still want to learn about client management? What do you want to explore more?