

Table of Contents:

Terms and Conditions.....	2
Legal Disclaimer.....	4
Introduction.....	6
My Key Technique.....	7
Two Other Key Tools.....	9
Three Goals.....	11
Standards.....	12
Measuring Client Satisfaction.....	13
Responses and Initiatives Overview.....	14
Reactive Responses	
Responding to Upset Clients.....	14
Responding to Routine Client Inquiries.....	18
Responding to Reviews.....	20
Proactive Initiatives Overview.....	22
Improving the Working Relationship with Clients.....	23
Promoting Goodwill.....	24
Acquiring Feedback.....	25
Templates	
Emails.....	26
Reviews.....	29
Social Media.....	29
Surveys.....	31
For More.....	33