

Client Relationships

Refer to your list of 3 of clients, assign each to a relationship category. See page 2 for category descriptions. Write what you would do and the steps you'd take to evolve each client to a "Proactive" relationship. If you have designated the client as "Proactive" describe your efforts to get them to his point.

CLIENT 1	
STABLE/ REACTIVE	
CHALLENGING/ INTERACTIVE	
PROGRESSIVE/ PROACTIVE	
CLIENT 2	
STABLE/ REACTIVE	
CHALLENGING/ INTERACTIVE	
PROGRESSIVE/ PROACTIVE	
CLIENT 3	
STABLE/ REACTIVE	
CHALLENGING/ INTERACTIVE	
PROGRESSIVE/ PROACTIVE	

Client Relationship Categories

Stable/Reactive

Preserve past, use legacy approaches

- Focused on past media buys, predict results
- Hesitant to push client to try new opportunities

Challenging/Interactive

Required for productive client relationships

- Seek input, evaluate, respond to/manage change
- Support performance, encourage iteration

Progressive/Proactive

Required for great account management

- Anticipate, create/shape the future (“imagine...”)
- Look for/invest in opportunities