



the progressive business group

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## What do you really know about your clients?

Ask yourself these questions

- How many clients have ever only used you once?
- What % use one of your competitors for work that your firm could do?
- Do you know which clients you want to keep (and which you'd prefer not to)?
- Do you know who your key clients are and what contribution do key accounts make to total fee income?
- How many key clients do you have and how many did you lose or gain in the past year

If the answers to these questions do not come readily to mind or you have to go and search for them, then we can help.

If you are looking to develop your client care management within your business, you might find these factsheets useful.

Please feel free to download them and if you have further questions please contact us for a free discussion.

### **DOWNLOAD HERE**

- Are you looking after your clients?
- Measuring new clients
- Increasing client loyalty
- What client surveys are and why professional firms should do them
- Reactivating dormant clients
- Maximising existing clients
- Business Development
- Marketing
- PR & Media