

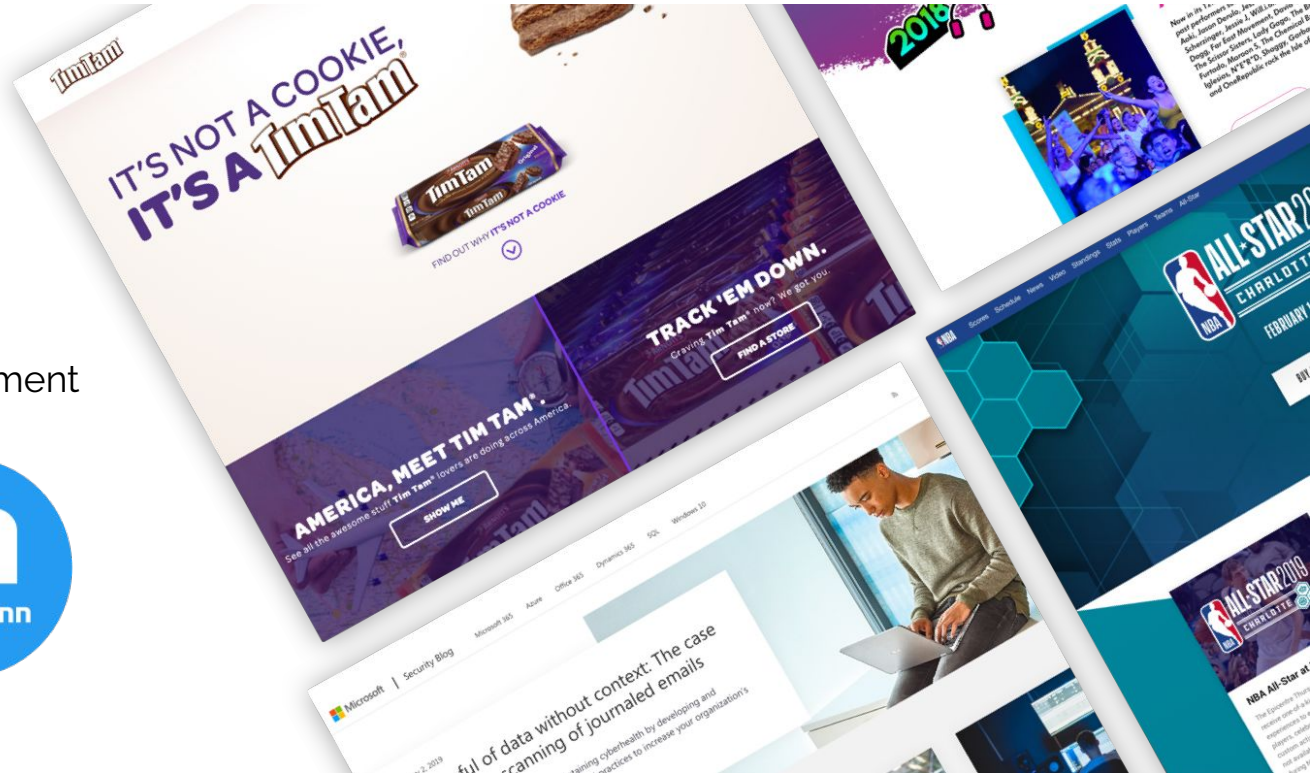
BUILDING SUCCESSFUL CLIENT RELATIONSHIPS IN A DIGITAL AGE.

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webdev
STUDIOS



Who am I?



- Studied music and interpersonal communications.
- I've had a million different jobs.
- Started a small business.
- Needed marketing materials.
- Learned WordPress.
- Began the transition into the tech space.

Who am I not?



- A good speller.
- The one with all the answers.
- A developer.
- A designer.
- A good slide maker.

Quick Story.

Glossophobia or speech anxiety is the fear of public speaking. The word glossophobia derives from the Greek γλῶσσα *glōssa*, meaning tongue, and φόβος *phobos*, fear or dread.



“My Students Don't Know How to Have a Conversation”

Paul Barnwell, The Atlantic (April 2014)

“As I watched my class struggle, I came to realize that conversational competence might be the single-most overlooked skill we fail to teach students. Kids spend hours each day engaging with ideas and one another through screens—but rarely do they have an opportunity to truly hone their interpersonal communication skills. Admittedly, teenage awkwardness and nerves play a role in difficult conversations. But students’ reliance on screens for communication is detracting—and distracting—from their engagement in real-time talk.

It might sound like a funny question, but we need to ask ourselves: Is there any 21st-century skill more important than being able to sustain confident, coherent conversation?”

Don't Multitask. Be Present.

- Public Speaking
 - Feather, Triangle, String
- Record Calls
 - Take Notes Later
- Video or In Person
- Close all the things!



Choose your words wisely.

- ❑ This is why we are the best. vs. This is how we can help.
- ❑ Problem vs. Challenge
- ❑ Pick up the phone.
- ❑ Zoom is my friend.
- ❑ Saying I don't know is not only ok - it is essential.
- ❑ What measurable goal can we set?
- ❑ Be authentic.
- ❑ Remove qualifying words and phrases.



Be seen and be heard.

- Speaking engagements.
- Take advantage of social media.
- Blogging.
- Position yourself as an expert.
- Start saying “YES!”



Find your toolbox.

Create the system that works for you and use it ... always.

→ CRM Examples:

- ◆ Salesforce
- ◆ ProsperWorks
- ◆ Insightly



Stay Informed.

→ What I personally do:

- ◆ Set up Google Alerts.
- ◆ Create IFTTT recipes to file away information.
- ◆ Add blogs to your RSS feed.

→ Other Examples:

- ◆ Social Mention
- ◆ Talkwalker Alerts
- ◆ Bloomberg Professional
- ◆ LinkedIn



Thank you notes or cookies.

Robert Cialdini explains in his book Influence: The Psychology of Persuasion, the principle of reciprocity as a powerful motivator.

It is in our nature to not want to feel indebted to others.

When someone gives us something, we are wired to give back in some way.

When customers receive something like a handwritten thank-you note, they feel compelled to reciprocate, hopefully with repeat business or additional scope.

(Bond.com)



Thank
you!

Productivity Rule.

If a task takes less than two minutes to complete, do it right now.

- Answer Emails.
- Say Thank You.
- File that piece of paper.
- Look away. (Eye Care Chrome extension)
- Stretch. (Calm App)



The Four Agreements.

Don Miguel Ruiz

1. Be Impeccable with your Word: Speak with integrity. Say only what you mean. Avoid using the Word to speak against yourself or to gossip about others. Use the power of your Word in the direction of truth and love.

2. Don't Take Anything Personally. Nothing others do is because of you. What others say and do is a projection of their own reality, their own dream. When you are immune to the opinions and actions of others, you won't be the victim of needless suffering.

3. Don't Make Assumptions. Find the courage to ask questions and to express what you really want. Communicate with others as clearly as you can to avoid misunderstandings, sadness and drama. With just this one agreement, you can completely transform your life.

4. Always Do Your Best. Your best is going to change from moment to moment; it will be different when you are healthy as opposed to sick. Under any circumstance, simply do your best, and you will avoid self-judgment, self-abuse, and regret.

What I said.

- Similar to Pikachu.
- The colors of the yellow and blue are important.
- Notice the smile.



What I got.



Remember.

- ❑ Remember that a good website could be a career maker for the person running it on the client side. Clients have goals too.
- ❑ It is not always important that your customer is happy.
- ❑ A little bit of tension is ok.
- ❑ Clients don't remember how it started but they remember how it ended.
- ❑ No one went to school to learn how to be a client.

**The single biggest problem in
communication is the illusion
that it has taken place.**

-George Bernard Shaw

What I found to be true.

- Relationships are everything.
- Your team is a reflection of you.
- Your online world is important.
- You are never too big, famous, good, talented to do anything.
- Passion is important but determination is what makes you propel forward.
- You will get tired.
- Taking care of yourself is essential.
- Never stop learning.



Resources.

- “Getting Things Done” by David Allen
- “Gamestorming: A Playbook for Innovators, Rulebreakers, and Changemakers” by Dave Gray
- “The Four Agreements” by Don Miguel Ruiz
- “Influence: The Psychology of Persuasion” by Robert Cialdini
- [“The Art of Asking” Ted Talk by Amanda Palmer](#)
- [WebDevStudios.com](#)
- [Izzabeth.com](#)



The Art of Asking.



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Thank You.