

## Top tips for handling ‘unreasonable’ clients

1. Start by giving them a good listening – maybe all that’s needed!
2. Take time to understand their business needs and their personal situation
3. *Come from* – **the relationship** is always more important than the immediate result you are looking for.
4. Really get that it costs ten times more money to win a new client than to win business from an existing one.
5. Have the attitude that this client may not always be ‘king’ though he is always the client.
6. Empathise: The ‘**client’s team**’ may not be a *team*; the person in front of you may have dozens of stakeholders to please, each with competing demands = pressure!!
7. Take their criticism as a learning opportunity and do something about it and tell them what you have done!
8. Deliver results, accept your mistakes and don’t make excuses. Nowadays most clients are looking for **solution** providers, not builders.
9. Get real feedback, not just at the end of the job, and do something about it.
10. If you **really** have tried all this and you still can’t work with this client then don’t.

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