

Clients That Are Unengaged

Do you have clients you never hear from? Here are possible reasons they aren't engaging.

1. Don't want to bother you
 2. You will charge me if I call
 3. Preferred communications not aligned with your style
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Ideas

Explore these solutions. Ease the reluctance that some clients have in contacting you.

a. Share your commitment to serving them. Helping clients is a major reason you chose this profession. Also, you welcome all questions.

b. Educate clients about how the firm is compensated; use examples. Do you charge for questions? If you don't your client should be aware of that.

What about clients who find your product/service dull?

c. Find out what clients are passionate about other topics (charities, family, etc.) How do you find out what these are? You ask. *"What is important to you?"* Now sit back and listen.

"Let's support the things you care about." Use it as a means to an end.

d. While many clients see value in your emails, newsletters, reports, etc. others may not. Track the metrics of who opens and clicks them. Ask those not opening digital communications this:

"What's the best way to share information with you?" With communications, one size doesn't fit all.

Proactive interaction with unresponsive clients helps them understand the value you provide.

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