

**What do clients *really* think?**

**Dive deeper...**

# When you understand what your clients really want, everybody wins.

Let's face the facts. The average client turnover at creative service firms has reached 22%. It costs five times more to acquire a new client than to retain an existing one. Clients are continually seeking new ways to maximize their dollars, which often means scaling back or looking for new partners. And you're busy running your business. So what can you do to not only retain clients but increase sales?

## Objective client evaluation process

I use objective and efficient interview techniques that allow clients to open up more, avoid firm/agency bias and eliminate disconnects that occur with contradictory survey data. In one-on-one feedback sessions I probe deeper to:

- Uncover client perception of value
- Reveal specific performance issues
- Discover additional business opportunities
- Recommend solutions for improvement

I then provide you with solutions that map out specific steps you can take to improve client satisfaction and grow sales.

- Rusty Borkin, Founder, Diver Client Consulting

## Deeper insights – stronger results

Uncover crucial client perceptions about your performance, improve the way you deliver services and discover new sales opportunities. Get an actionable roadmap to strengthen your relationship and retain clients.

## Improve client relationships

Receive rich, in-depth client feedback without taxing your client's schedules. Understand what that valuable feedback means about your:

- People
- Processes
- Products / Deliverables

Learn the steps you can take to improve your performance, strengthen those relationships and retain clients.

## Grow sales

Discover areas within your client's organization where you can step in and help. Get recommendations on new services and business opportunities that will generate sales.



## Trusted resource – greater impact

Truly knowing clients' needs and desires requires a special and objective effort. It takes a skillful and knowledgeable professional to reveal these issues so they can be addressed. Rusty Borkin has more than 30 years of marketing, business development, client management, organizational development and process improvement experience.

### Exclusive focus

Diver Client Consulting goes deeper, extracting and analyzing critical and sensitive client feedback to develop the solutions you need to strengthen client relationships and discover new business opportunities. With an exclusive focus on creative service firms, Diver can easily work within your organization and produce results fast.

*"Rusty's client evaluation efforts help us to gain an objective client perspective on our projects and specific information about where we are doing well and how we can improve. This information is invaluable and helps us to continuously improve and build stronger client relationships."*

- Kelly Gaglione, Vice President and Director of Client Services, Kahler Slater

*"Rusty has helped assess our customer relationships with clients new and old. His insights are spot on. His ideas are actionable. And his work will be game changing for our business. It really pays to engage a pro like Rusty to get an objective picture of what makes your business and customer relationships tick."*

- Tim Dodge, President  
Hanson Dodge Creative



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*A great client relationship, like any relationship, requires a deep understanding of needs and desires. It's tough to achieve that in the rush of daily business activities. Diver partners with you to uncover those needs and take your relationship further.*

**Get to the bottom  
of what clients want.**

