

ROCK

YOUR CLIENT SUCCESS

When Great Paying Clients Become Loyal Staying Clients, Everyone Wins!

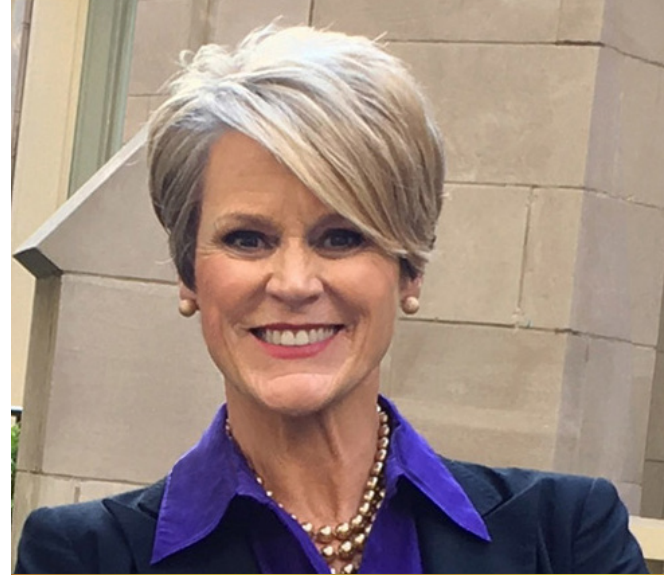
It can be a monumental challenge to stay focused on long-term clients as though they are brand new. An overwhelming workload, coupled with the pressure to pursue new clients, can make it tough to fully engage and care for existing clients. **But it costs 6-8 times more to get a new client than to sell something additional to a current client.** Clearly, client loyalty needs to be a higher priority because it is the compounding interest of business growth. Loyal clients buy more from you, recommend you to others and advocate for you in the marketplace.

Susan Conley has a world of expertise in the global professional services space, with decades of experience as a Client Relations Executive for EY, a Business Developer and Marketing Director for Andersen, and the global consulting firm Accenture. Some say Susan wears a superhero cape when a client crisis strikes. Her market-proven skills, strategies and solutions have saved a multitude of at-risk clients. But her special expertise is stepping in well before a client crisis erupts. As Susan says, *“Being proactive is far more fun and a better way to do business.”* Susan’s aim is to help you achieve client experience excellence within all your priority accounts so you can enjoy all the bottom-line benefits of loyalty economics.

Susan launched her consulting practice, ROCKbiz, in 2010 to focus solely on next-level client loyalty. Her soon-to-be released book is targeted to professional service providers; *Your Loyal Clients Rock: 8 Strategies for Greater Client Relationships and Results*. Susan Conley knows the business of relationships.

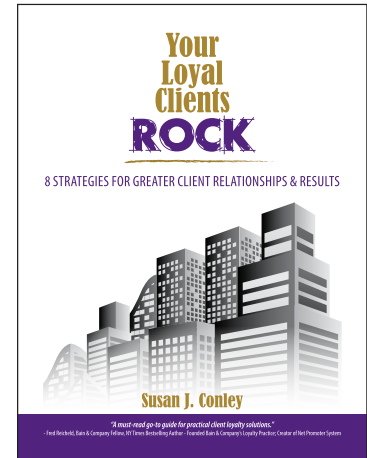
Show and Story Ideas

- **The Bravest Question You Can Ask Your Client:** Take Courage, Ask, then Act to Reap Great Rewards
- **The Client Crisis Rescue:** Save Any Situation with Susan’s Collaborative Issue Resolution Process to Restore Trust and Forward Momentum with Your Client
- **The Vacation Souvenir I Never Wanted (and you don’t either):** The Foundational Lesson Learned from the Black Pin-Striped Pantsuit
- **No-Fail Networking:** The Greatest Approach for Connecting with Others Even Introverts Love
- **Business Growth Myth Buster:** New Business Opportunities Are Much Closer Than You Think
- **Activate Your Client Success Superpower:** Learn Valuable High-Gain Questions to Increase Momentum Throughout the Entire Client Service Cycle
- **The #1 Driver of Overall Client Satisfaction & Loyalty:** Do This Right and You’ll Be Well on Your Way to Success (Bonus: Works Powerfully for All Relationships in Your Life)
- **These RelationSHIFTs Rock:** You Can Make These Shifts Immediately to Advance Your Most Important Client Relationships and Go Next-Level-Loyalty
- **Those Train Signs in London Are Correct:** “MIND THE GAP” Before Small Issues Erupt into Client Catastrophes; Learn the 3 Key Gap-Closing Strategies
- **“Love The One You’re With!”:** How You Can Treat Your Long-Term Clients as Though Brand New and Experience All the Bottom-line Benefits of Loyalty Economics



SUSAN CONLEY

The Client Connection Coach



“Susan engaged the entire ballroom with her enthusiasm for building strong sustaining business relationships. She offered many strategies to our attendees positioning them well for success with their clients.”

- North America Quest Conference Planning Team

“I always leave Susan’s speaking engagements very inspired and armed with concrete ideas and actionable tools to improve my client relationships.”

- Melanie Walton, Morgan Stanley
Senior Vice-President Financial Advisor

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