

# 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 Consulting (now Accenture) and Arthur Andersen (now Andersen Tax). Some say Susan wears a superhero cape when a client crisis strikes. Her market-proven 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 is an engaging and knowledgeable speaker for your firm, company, meeting, or event. Her contagious passion for client loyalty inspires people to take action.

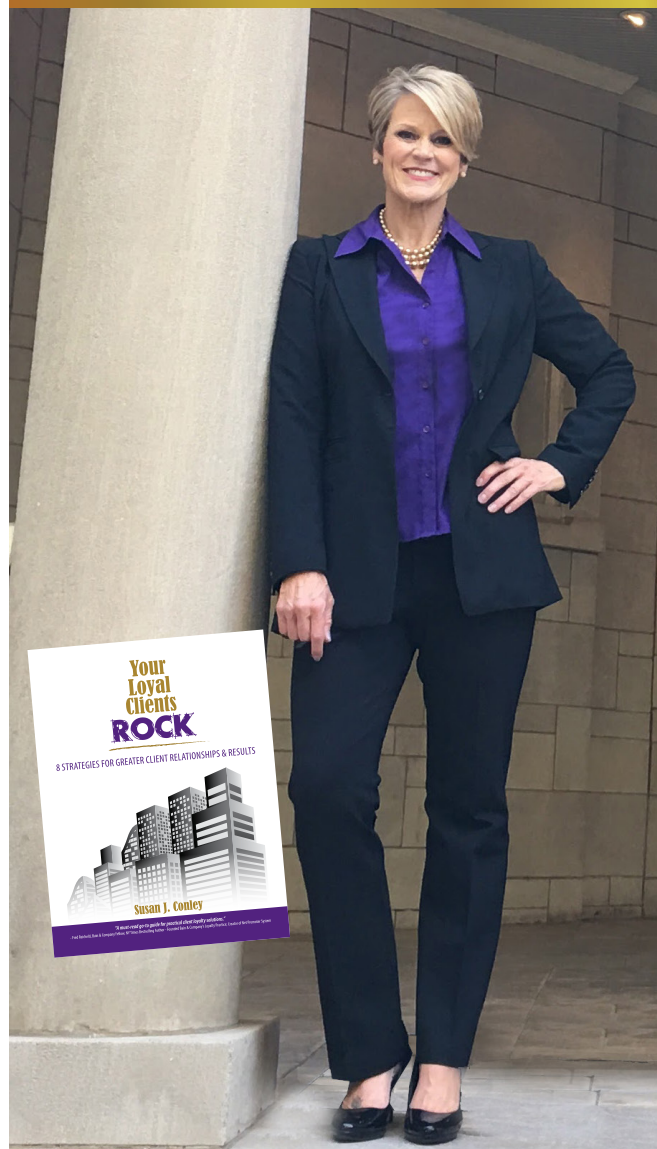
**Susan is available to speak to professional service providers including accountants, attorneys, business and management consultants, financial advisors, engineers, architects, professional groups.**

**Sample topics for live and virtual keynotes, workshops, seminars, podcasts, and webinars include:**

- **Next-Level Loyalty**- 3 Key Strategies to Elevate Any Priority Client Relationship to the Next Tier
- **Activate Your Client Success Superpower**- Learn Valuable High-Gain Questions to Gain Momentum Throughout the Entire Client Service Cycle
- **Important Client RelationSHIFTS**- You Can Make These Shifts Immediately to Advance Your Most Important Client Relationship Goals
- **“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
- **The Client Crisis Rescue**- Susan’s Collaborative Issue Resolution Process to Restore Trust and Forward Momentum with Your Client

## SUSAN CONLEY

*The Client Connection Coach*



#### Contact info:

Susan Conley  
*The Client Connection Coach*  
678.313.7221  
www.rockbizinc.com  
conley@rockbizinc.com  
linkedin.com/in/werock/

*“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

