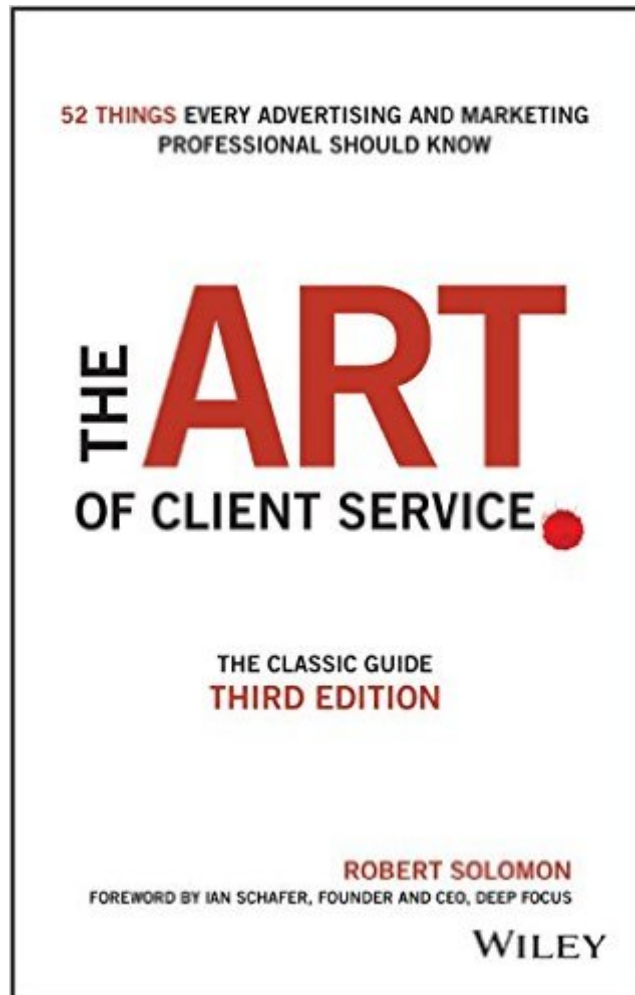


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The Art Of Client Service: The Classic Guide, Updated For Today's Marketers And Advertisers



Synopsis

A practical guide for providing exceptional client service Most advertising and marketing people would claim great client service is an elusive, ephemeral pursuit, not easily characterized by a precise skill set or inventory of responsibilities; this book and its author argue otherwise, claiming there are definable, actionable methods to the role, and provide guidance designed to achieve more effective work. Written by one of the industry's most knowledgeable client services executives, the book begins with a definition, then follows a path from an initial new business win to beginning, building, losing, then regaining trust with clients. It is a powerful source of counsel for those new to the business, for industry veterans who want to refresh or validate what they know, and for anyone in the middle of the journey to get better at what they do.

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Customer Reviews

I'm so proud to have supplied a cover blurb for this updated edition of THE CLASSIC GUIDE to client service! Here's what I say, "For at least the past five years, every employee of DiMassimo Goldstein gets a computer, a chair and a copy of The Art of Client Service by Robert Solomon. If they read it and put its principles into action, we let them stay." I could have said this: This is a book I read over and over, and you should too. It's one of those books that holds the keys. It's well organized, well-written and serves the reader the training and education that everyone of us should get in client service, but very few do. If you're in a client service business, you should read this book, and you will love it.

There are only a handful of books in my business library that seem to get better with age. Robert's Solomon's book *The Art of Client Service* is one of them. An instant classic when it was first released, Solomon continues to build on *The Art of Client Service*'s usefulness, timeliness and importance with each passing edition. I read the first edition years ago while working in account service and I've eagerly re-read and highlighted each new edition. It's a "must-read" for anyone involved in a client-facing business..and, let's face it, we all are. If you are an advertising agency account manager or account executive, a marketer or creative lead, or you find yourself on the client-side, I highly recommend not only reading, but also living, everything in this book.

This should be required reading not only for every Account Service person, but also for Creatives and Media types so they know what to expect from a great account person and how to help them fulfill that role. In fact, I could argue that anyone in a client service position - consultant, accountant, lawyer - could benefit from Robert's wise counsel on client service, such as his Five Principles to Believe In: Show up; follow up; speak up, make it up and never give up. And I can't think of anyone in business who shouldn't read the chapter, "If Things Go Wrong, Take the Blame" and "In a High Tech World, Be Low Tech." This book is well-written, to the point and organized so that you can easily read it all the way through or just skip to what you need - whether it is for the first time or a quick pep talk as you make the call (or better yet, according to Robert, walk into the door) for that tough client conversation. And don't miss his blog!

THE ART OF CLIENT SERVICE : THE CLASSIC GUIDE (3rd ed.) by Robert Solomon challenges readers to go beyond just being a "GOOD"™ at client service to being a "GREAT"™. With honesty, eloquence and pride Robert clearly defines the role of an account manager, surfacing desired character traits, and boldly stating accountabilities and responsibilities at each stage of the client relationship; the good, the bad and the incredibly uncomfortable. How well an account manager leads can be the difference between a thriving or a floundering agency, a short- or long-term client, a successful or disastrous project and how well you sleep at night. This is the most important role if you own an agency and it's worth getting it right.

I totally love this book, and I've read it through three times so far. A great read for anyone in the agency world...and beyond!! Robert Solomon's insights on what clients want, and how their agency can deliver, made me smile. And relate throughout. Because I've been there. This author 'gets it'. And he does it by tapping into the joy of producing great work!

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