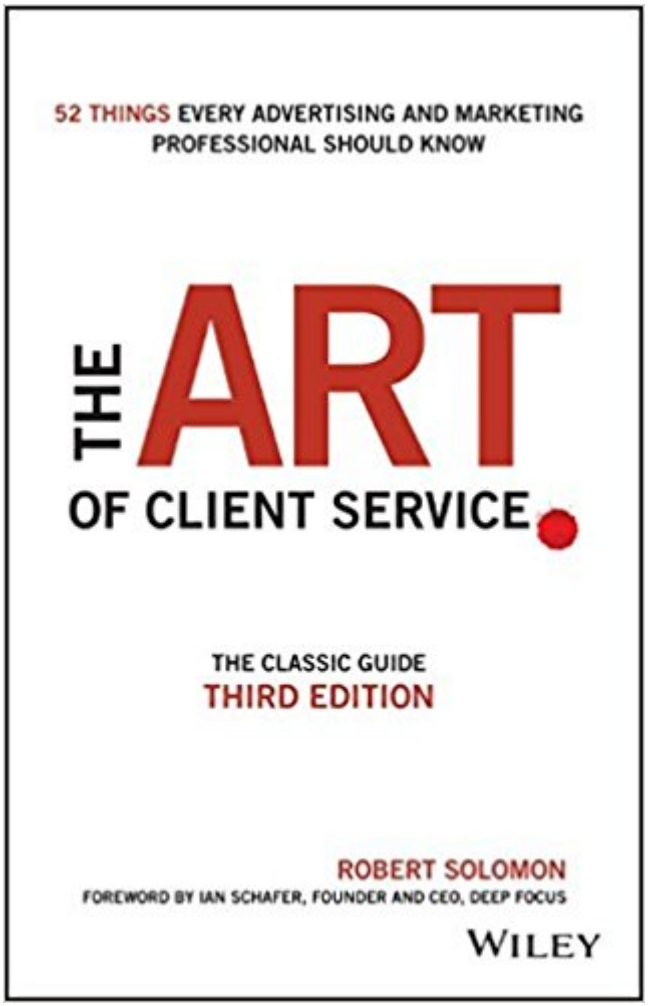
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The Art Of Client Service: The Classic Guide, Updated For Today's Marketers And Advertisers



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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.

Book Information

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Customer Reviews

Serving clients well should be simple, except it isn't. Solving problems should be easy, but almost never is. Very few people do these things well, and many do them poorly, which explains why so many accounts go into review, so many client people express profound unhappiness with their agencies, and so many agency people remain bewildered by a business that grows more complex as they become increasingly less able to deal with markets splintering, media expanding, budgets tightening, and schedules compressing. The Art of Client Service can help. Now in its third, thoroughly revised edition, this classic guide does what no other book even attempts: define, delineate, and describe in detail what a client service person does in order to produce stellar work

and forge deeper, more enduring relationships with their clients. It preserves everything that worked in the previous two editions, but adds new material designed to help client service people excel, and helps clients better understand what to expect, and demand, from the people who work on their business.

52 THINGS EVERY ADVERTISING AND MARKETING PROFESSIONAL SHOULD KNOW PRAISE FOR THE ART OF CLIENT SERVICE "Show me an account person who can deliver even half of the qualities Robert outlines in this book and I'll double their salary and hire them on the spot. Ignore this book at your peril. It's a gem that every agency person, and every client should read."Ã¢â ¬â •Don Neal, Founder and CEO, 360 Live Media "The best businesses solve for the customer. Robert Solomon gets that. The Art of Client Service is a great guide for marketers and managers looking to evolve their way of thinking to meet the needs of new customer expectations."Ã¢â ¬â •Brian Halligan, Founder and CEO, HubSpot "In an industry where excellent client service separates the good from the great and can alter the fate of an agency, Robert Solomon's The Art of Client Service should be considered obligatory reading for all client facing advertising executives. Solomon succinctly imparts both applicable and actionable advice for professionals at all levels of the business. His book is nothing short of indispensable."Ã¢â ¬â •Elizabeth Furze, Managing Partner, AKA NYC "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."Ã¢â ¬â •Mark DiMassimo, Chief, DiMassimo Goldstein "The Art of Client Service is, quite simply, the only book account people need to understand what it takes to build and maintain great client relationships in the advertising, marketing, digital and social media worlds. Robert Solomon has distilled a long, successful career into an insightful, entertaining and deceptively powerful little book that is required reading for every member of Brandmuscle's client service team."Ã¢â ¬â •Clarke Smith, Chief Strategy Officer, Brandmuscle

When I first read The Art of Client Service, the 2nd edition, it completely changed the way I viewed agency account management. I immediately bought copies for all of my account people and told them that this is the way we're doing business moving forward. Since then, we've never looked back and it was one of the best decisions I've made since starting IMPACT 7 years ago. When I found out that Robert was working on a 3rd edition, naturally I was very curious on how he could improve on his previous edition. After reading it, I was amazed. Compared to previous editions, there's a

significant improvement to the way the book is organized. My favorite part of book is the new section of how to's, which include how to run meetings, create proposals, write scopes of work, build budgets, and create creative briefs. I also really appreciate the themes that Robert carries throughout the book, including how important it is for account people to have great ideas, build trust with clients, and to be part of the business development process. This is certainly a must read for all agency account people!

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.

THE ART OF CLIENT SERVICE : THE CLASSIC GUIDE (3rd ed.) by Robert Solomon challenges readers to go beyond just being ÃƒÂ¢Ã â ¬Ã ËœGOODÃƒÂ¢Ã â ¬Ã â„¢ at client service to being ÃƒÂ¢Ã â ¬Ã ËœGREATÃƒÂ¢Ã â ¬Ã â„¢. 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'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.

This is a great expansion on Solomon’s previous book "Brain Surgery for Suits". It’s a bit more in depth than "BSS" was, and provides a broader explanation for those new to client service, or those just in need of a refresher.While some may find the book a bit basic and full of "duh" moments, odds are if you look at your own work, you’re likely missing some of the very obvious things Solomon notes here.As a former Account Director for a major agency who is now Director of Marketing & Brand on the client side, I even found it helpful to see some of what Solomon explains as "bad client behavior" in myself (how quickly we shift sides!), as well as what my agency is and is not doing to manage and mitigate my own bad behavior.A must read for any Asst. AE, AE, Acct. Sup, Acct. Director or anyone in client service at an agency. Also a very strong recommended read for anyone working with those folks client side.

Great book. Must purchase if your a business owner.

"The Art of Client Service" is a new, greatly expanded, and improved version of Robert Solomon’s first book, "Brain Surgery for Suits."Solomon added color to the material by telling stories of his "adventures" in account management, and depth by adding an essay -- "What Makes A Great Account Person" -- that crisply summarizes what it takes to succeed in client service. The author also wrote new chapters that didn’t appear in his first book, including "Avoid the Dark Side," "We Are Smarter Together Than We Are Alone," and "Be Multilingual," all of which add to a body of counsel that is of great value to anyone who works with clients in a service business.There also is a thoughtful, well-chosen, and well annotated list of books every account person should read. And some great cartoons drawn from "The New Yorker."Even if you read "Brain Surgery for Suits," you will benefit from this book. If you didn’t read "Brain Surgery," read "The Art of Client Service." You will learn, and you will laugh.

This is an absolute must read for anyone in the ad agency or graphic design studio business. It’s a short, easy read but packed with very valuable information. While it’s written by an Account Exec, it gives insights that are enlightening for anyone in this business: designers, copywriters, project managers, etc. I’ve read a lot of books like this that are all the same -- fluff and hype -- but not so with this one. It contains very practical, down to earth advice with situational examples to back it up.

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