



**tap**<sup>L</sup>

Training Academy for Professionals

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**THE ART OF**

# **KEEPING CLIENTS**

**By AI YAT, SA'AD  
& WOEI HERN**

## INTRODUCTION

Love them or hate them, clients make the work happen. Without them, our lives would be so much easier. Of course, we'll probably have to look for a new job too!

In this engaging and interactive 3-day workshop, we learn how to charm clients, how to manage them, how to make them look good, and more importantly, how to get them to respect you.

As the saying goes, "There is a big difference between a satisfied client and a loyal client. Never settle for satisfied."

### Who should attend:

- All Account Management and Client Servicing executives, managers and directors
- Copywriters, Art Directors and Creative Group Heads who present and interact with clients
- All department heads who contribute to maintaining healthy relationships with clients

**Dates:** 24, 25 & 26 May 2018 (Thursday, Friday & Saturday), 9am – 5pm

**Venue:** VSQ @ PJ City Centre

**Fee\*:**

RM 3,500 per pax

**RM 3,250 per pax for Early Birds before 9 May**

**RM 3,250 per pax for groups of 2 or more**

**\*Subject to 6% GST**

**To book:**

Call Anthony (03) 7931 1833 / 010 220 7849

Call Gabriel (03) 7931 1833 / 017 300 5757

Email us at [tapleaders@tap.iact.my](mailto:tapleaders@tap.iact.my)



## **COURSE OUTLINE – DAY 1**

### **BUSINESS AS USUAL**

by Goh Ai Yat

If the brief is unclear- client is confused. If the work is terrible- client has bad taste. But what if we're the ones who dropped the ball? Do we have the culture, knowledge, experience, and resources to build and sustain business relationships? Let master trainer Goh Ai Yat give you a helicopter view of business relationships.

#### **Module 1**

It's all about the business

- A relook at your business model
- Quantifying your business performance
- Importance of culture, community and competency

#### **Module 2**

What is client/customer relationship?

- Types of relationship
- The evolution of client relationship matrix

#### **Module 3**

Building lasting client/customer relationships

- Establishing relationships – networking/building a community
- Nurturing and maintaining relationships
- Tapping relationships – earning the right to do business with clients
- Importance of establishing rapport, gaining confidence, earning trust

## **COURSE OUTLINE – DAY 2**

### **IT TAKES TWO TO CLAP**

by Sa'ad Hussein

Not all clients are the same. Some will be easy, some will be difficult, more than a couple will be indecisive. The trick is knowing that clients are at different stages of their careers. They have their own share of fears, dreams, hopes, and aspirations - just like you. Let Sa'ad show you how to work the system, and when all else fails, how to let bad clients go.

#### **Module 1**

Archetypes of Clients

- Know your client
- Different folks, different strokes – How to handle them
- Is there a perfect client?

#### **Module 2**

The Life Cycle of a Client

- The courtship, the engagement, the marriage, the split
- It's okay to quarrel but no fist fights
- Mending the differences
- Is there a perfect client?

#### **Module 3**

The Art of Firing Clients

- Who to keep and who to fire?
- It's all business vs It's getting personal?
- Would you rather be a slave, supplier, partner or friend?

## **COURSE OUTLINE – DAY 3**

### **INTO THE RING**

by Chan Woei Hern

The secret is in the preparation. Every boxer preparing for a match, every Creative Director preparing for a presentation, know that. Let Woei Hern show you his bag of tricks. Find out why it only looks easy and how clients can- and often will- surprise you with the strangest questions. Now if only we can calm his nerves in time for the workshop!

#### **Module 1**

Dance like a butterfly, sting like a bee

- Make the best of every presentation
- Turn your sparring into a dance
- Presentation tips and techniques
- Last resort, make them like you

#### **Module 2**

Everybody has a plan until they get punched in the mouth

- Spontaneous and random work are great opportunities.
- Roll with the punches, find the good in a bad situation.

#### **Module 3**

War Stories

- Industry guests share their experiences with clients
- AMA sesh

## TRAINER PROFILES

### About Goh Ai Yat

There's the expat, the kiasu local, the over-demanding boss. And then there's the order-taker, the credit-taker, the job-passer, and perhaps the most difficult client of all- the MBA student. Goh Ai Yat has met and worked with all of them. Entrepreneur, Educator, Storyteller, Artist, Trainer and Coach, she is based in Sg and works with the island's biggest client- the Singapore government. Ai Yat's passion is in helping people overcome difficult situations and rise above their potential.



### About Sa'ad Hussein

He woo-ed the Sony clients. He kept it real with Nando's. He held on to the Nissan account year after year- despite all attempts by the big boys to snatch it away from his tiny shop (Sil Ad). Jasmine, CMO at U Mobile, thinks he's the most credible creative person she has ever worked with. "Humble without compromising creative quality and integrity." Meet Sa'ad Hussein. The Creative. The Business Owner. The Entrepreneur. The Man. The Legend.



### About Woei Hern

Way way back, Woei Hern was told by his boss, "If you believe in your ideas, go sell it yourself!". He has since developed the thrill of the sell and the belief that building brands begin with building relationships. Ensemble were an underdog team of 10 when Woei Hern helped land them their first major client, Maxis. Ensemble and Maxis have since produced some of Malaysia's most effective, successful and celebrated campaigns. This relationship won them Gold at Campaign Asia's Client-Agency Partnership Awards. Ensemble now keeps Shell, Nippon Paint, Johnson's and more. It's not easy selling to a client. It's even harder winning and keeping one. It's part boxing, part dance. Just like any relationship. Now, start practicing.

