



CLIENT RELATIONSHIPS

The type, quality and longevity of client relationships is the lifeblood of any consultancy. When Consultants charge by the hour, which at times is something mandated by the client, it creates a difficult relationship. The client will always think that the project required too many hours and they will typically question the rate as well. The best most effective Client Relationship is a monthly retainer.

Monthly retainers are established through a process of evaluating the business size, number of employees, number of locations and general need. At Alexander Group we have created a universal formula which will enable you to establish a retainer which will be very profitable for your business and an acceptable investment for your clients. The most beneficial term for a retained relationship will always be 12 months with an option for renewal. You will find that in the first three months of a retained relationship the number of hours that you devote to the client will be higher than in those months that fall subsequent to the first three. By managing new business versus existing business you will be able to maintain a constant flow of work without suffering through peaks and valleys.

A well trained Associate Consultant, by tapping into the Alexander Group resources and utilizing the available tools, will be able to maintain a full pipeline of at least \$20,000 in monthly retainers. If you have multiple clients in different geographic areas but of the same business type you will be able to increase this number substantially through economies of scale.

The key to Client buy-in for a retained relationship is in the process of building value and demonstrating benefits. Alexander Group Associates are carefully trained in this process and find that it is extremely effective. **Retained Client Relationships are good for the Client and good for the Consultant.**

