



5 Channels for client communication

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How often have you felt that you are unable to effectively communicate with your Client ?

Often ! Then perhaps you need to tune to the right frequency. Here are 5 channels.

VENDOR: Client exactly knows the problem and the solution. Vendor has the solution ready, packages and delivers.

CONTRACTOR: Client knows the problem and the solution fairly well. Contractor deploys his capabilities to execute the solution as tasked and delivers.

PARTNER: Client knows the problem fairly well & has some knowledge of a possible solution. Client & Partner have comparable capabilities, and join hands to work together.

CONSULTANT: Client somewhat knows the problem, but does not know the solution. Consultant uses his expertise to solve the problem.

ADVISER: Client hires an Adviser to help discover the problem first. He may later go to a consultant or a partner to solve it.

If you make the right choice, you would both succeed. As you build the trust, you can climb the ladder from being a contractor to an adviser. Learn to change the channel with time, capability, and client confidence in you.

About Ripi Singh

With 25 years in technology development, management, and leadership; Dr. Ripi Singh has learnt that Innovation, Productivity and Quality can be concurrently improved to reduce operational stress. He is now on an advisory and coaching mission to help businesses around the world, with his proprietary Innovation Framework called +4 π . It goes above and beyond the traditional initiatives such as six-sigma and lean.

He is natural at Strategic thinking, Innovative problem solving, Technology Commercialization, University-Industry relationships, and high performance team building. His people, process and technology leadership skills span across multiple domains - aerospace, defense, healthcare, energy, manufacturing, and IT. He holds a PhD in Engineering and Masters in Strategy and Innovation.

Feel free to connect / follow him on LinkedIn.