

THE RELATIONSHIP MANAGER ROLE

- **WHEN & WHY WAS THE RM ROLE CREATED**
- **WHAT DO WE DO**
- **HOW DO WE PERFORM OUR ROLES**
- **KNOW YOUR AUDIENCE**





THE SIX POWER OF NICE PRINCIPLES*

- **PRINCIPLE 1 - POSITIVE IMPRESSIONS PLANT SEEDS**
- **PRINCIPLE 2 - YOU NEVER KNOW**
- **PRINCIPLE 3 - PEOPLE CHANGE**
- **PRINCIPLE 4 - NICE MUST BE AUTOMATIC**
- **PRINCIPLE 5 - NEGATIVE IMPRESSIONS ARE LIKE GERMS**
- **PRINCIPLE 6 - YOU WILL KNOW**

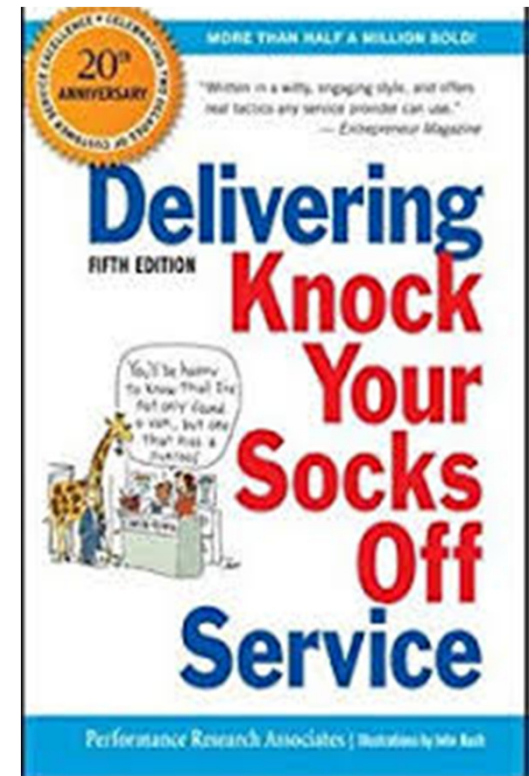
*The Power of Nice by Linda Kaplan Thaler & Robin Koval



WHAT IS CUSTOMER SERVICE?

“It means creating a positive, memorable experience for every customer. It means exceeding expectations and satisfying needs – and in such a way that you’re seen as easy to do business with. It means looking for opportunities to wow and delight your customer in unique and unexpected ways.”

- From “Delivering Knock Your Socks Off Service”



RATER Factors*

1. **RELIABILITY** – The ability to provide what was promised, dependably and accurately.
2. **ASSURANCE** – The knowledge and courtesy you show customers and your ability to convey trust, competence, and confidence.
3. **TANGIBLES** – The physical facilities and equipment and your own (and others') appearance.
4. **EMPATHY** – The degree of caring and individual attention you show customers.
5. **RESPONSIVENESS** – The willingness to help customers promptly.

*From Texas A&M Researcher, Dr. Leonard Berry as referenced in "Delivering Knock Your Socks Off Service"