Why Does Client Management Matter?

John Reeve

02 December 2013
Doing what comes naturally

Plan for the session

What is Client Management?

Why is Client Management Important?

Tricks of the trade
Plan for the session

What is Client Management?

Why is Client Management Important?

Tricks of the trade

Who is your client?
What does good service look like?

![Image of survey rating scale]

---

What is Client Management?

---
Plan for the session

What is Client Management?

Why is Client Management Important?

Tricks of the trade

John’s Maxim #1

People don’t sack their friends
John’s Maxim #2

Brownie Points!

Brownie Points buy you the chance to make a mistake

John’s Maxim #3

…are more fun to work with
John’s Maxim #4

Client Management is important but rarely valued

Plan for the session

What is Client Management?

Why is Client Management Important?

Tricks of the trade
John Reeve
Senior Consultant at Premier Pensions Management
Bristol, United Kingdom | Financial Services

Contact
Senior Consultant at Premier Pensions Management Ltd
Director and Trustee at Custom Classics, Elvedon
Past
Director at BHP, BHP Billiton, BHP Billiton
Client manager at BHP, BHP Billiton, BHP Billiton
Administrative Director at Jordan Lloyd Thompson
Email: John.Reeve@bhp.com

Education
Breadth University
Alfreton School

Recommendations
1 person has recommended John.

Connections
Bill & connection

Websites
Company Website
Canoe Cinema
Blog

John Reeve's Summary

Pensions: Expert with wide experience of all aspects of corporate pensions advice and delivery. I pride myself in pragmatic solutions to complex issues and in helping companies come up with the right solution for their business and not the one which is best for me or my Company. Currently working on a number of pensions consulting issues in all areas of Pensions.

premier see change
John’s Maxim #5

…there is no excuse for not knowing your client.

But remember that they will know you as well….

Speaking Their language

• Technical Issues
  • Analytical v Pictures
Speaking Their language

- Technical Issues
  - Analytical v Pictures
- Tell a story
- Pictures and physical demonstrations work
John’s Maxim #6

It might be a complex subject but you can still be entertaining
John’s Maxims

Client Management is important but rarely valued

Brownie points allow you the opportunity to make mistakes

People don’t sack their friends

There is no excuse for not knowing your client

Friends are more fun to work with

Even if it is complex you can still be entertaining

Thank you for your time

John Reeve
Senior Consultant
Office 020 8663 5858
Mobile 07971890440
john.reeve@premiercompanies.co.uk
Expressions of individual views by members of the Institute and Faculty of Actuaries and its staff are encouraged.

The views expressed in this presentation are those of the presenter.