

A Dragon Walks into a Meeting



Questions and Topics for Discussion

- 1.** What does client management mean to you?
- 2.** What do you think you do well in client management? Having read this book, how do you feel you can you improve?
- 3.** Of the Principles of Client Management, which has stayed with you the most?
- 4.** What are some ways you make "account deposits" with your clients?
- 5.** Recall a time you really connected with a client. What did you learn about them, and how did it affect your relationship?
- 6.** What is a woobie? Can you think of any non-electronic examples?
- 7.** What aspects of negotiation are you less familiar with, and who could you call on at your organization for help?
- 8.** How well do you know your company's products and services? Could you tell a story about them?
- 9.** Do you implement any annual reviews or regular check-ins with clients? Would you be ready for an account review at any time?
- 10.** What does it mean to "be present" in a meeting? Do you do anything differently to achieve this when the meeting is virtual?
- 11.** How do you like to prepare for a meeting? What do you do after a meeting?
- 12.** What are some ideas you have for client entertainment?
- 13.** Were you surprised by any of the "micro-communication mistakes"? Has the way you think about email changed at all?
- 14.** When should you call a client? What has stopped you from picking up the phone in the past?
- 15.** Has reading *A Dragon Walks into a Meeting* affected the way you think about or approach your role?
- 16.** What do still want to learn about client management? What do you want to explore more?

