



Title: Connecting with Clients and Creating a Competitive Advantage with David Avrin

Description: Is customer loyalty dead? With constant disruptions in today's marketplace, companies have to work smarter than ever before to maintain loyalties and meet the expectations of today's customers, clients, and staff. Our guest today understands how forward thinking companies make this happen. David Avrin is one of the most in-demand Customer Experience and Marketing speakers and consultants in the world today. David will be speaking at the upcoming FORUM for Ag Lending and has joined the podcast to discuss the importance of connecting with your clients to 'future-proof' your business.

David shares insights into navigating the fast-paced changes that companies are facing in every industry, the importance of building client relationships in a world that demands both speed and quality, and simple steps that every company needs to take to create and maintain a competitive advantage.

Insights Include:

Changes in expectations from today's clients

- + The pandemic has both accelerated and amplified many changes in the needs of today's customers.
- + There is a greater expectation for speed and access for consumers as well as for your clients.
- + Customers are prioritizing speed, access and convenience like never before.
- + It is time to reevaluate where our company's real value and competitive advantage lies.
- + Quality is the entry fee; convenience is the new standard.

The importance of quality client relationships

- + Speed is top priority for most clients, but the expectations are also high when it comes to quality interactions.
- + Clients prioritize organizations that are remarkably easy to do business with.
- + Customer loyalty isn't dead – it's simply harder to gain than ever due to disruptions in every market.



Creating a competitive advantage

- + Companies that excel are the ones that offer multiple options for getting business done.
- + Simplified processes are critical to customer satisfaction.
- + Future-proofing your engagement means deliberately envisioning how you think about changes that are facing your industry and how you can prepare for them.
- + Your customers are comparing you against the best of the best in every other industry.

Modeling your customer experience for today's demands

- + Forward thinking companies find ways to serve all of their clients.
- + Authenticity is a critical component to making meaningful connections.
- + Focus less on perfection and more on being human.
- + Connections to customers starts with being really good at what you do and being customer-centric about how you deliver it.
- + "Let me tell you what I can do" is a phrase that customers want to hear.

How to move beyond a limiting mindset

- + Put conversations on the calendar.
- + Create space to have discussions with your clients about the things that matter to them.
- + Don't try to do more, consider doing what you're already doing differently.
- + Ask your team what you don't know that you should know.
- + Create safe spaces that your team can speak up about change that needs to happen.

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