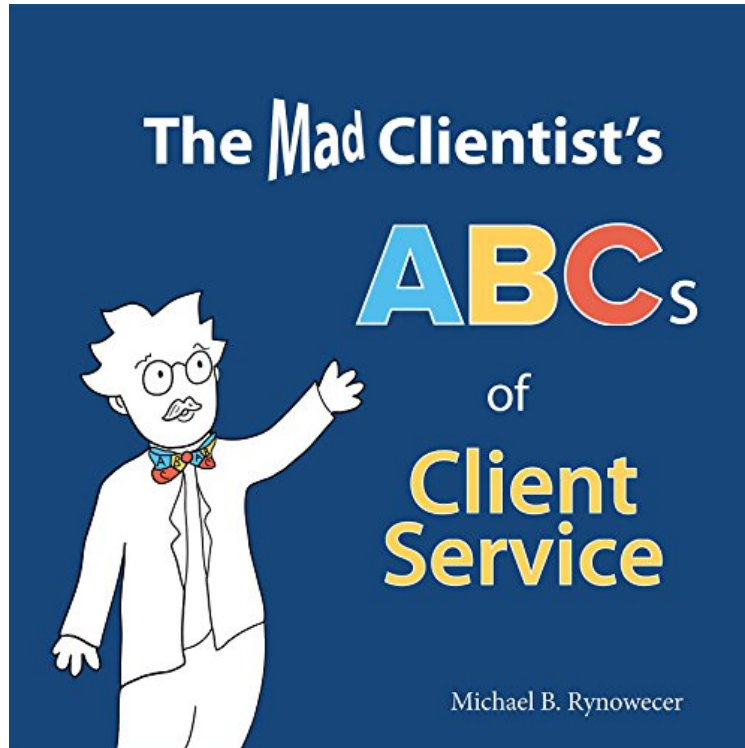


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The Mad Clientist's ABCs of Client Service

Michael B. Rynowecer

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Michael B. Rynowecer : The Mad Clientist's ABCs of Client Service before purchasing it in order to gage whether or not it would be worth my time, and all praised The Mad Clientist's ABCs of Client Service:

The Mad Clientist distilled 14,000 in-depth interviews with top executives into 26 pithy, pointed actions for you to start using today. Spend just 26 minutes with The Mad Clientist and his ABCs of Client Service and improve your client service immediately. An unconventional look at a serious topic, The Mad Clientist, a.k.a. Michael B. Rynowecer, shows you how to deliver superior client service-from the client perspective. Based on more than 25 years of experience analyzing client relationships with the best-run professional services firms in the world, The Mad Clientist's ABCs of Client Service opens your eyes to a whole new way of providing superior client service to each and every one of your clients.

About the Author Michael B. Rynowecer, as President and Founder of The BTI Consulting Group, looks at every angle of growth and strategy by starting with the client perspective. This fascination has driven him to direct, conduct and analyze more than 14,000 one-on-one interviews with C-level executives to define their expectations, needs, priorities, preferences, hiring decisions and opinions of the professionals with whom they work. From this research BTI identified the 17 activities statistically proven to drive superior client relationships. These unique methods and approaches have propelled over 25 years of fact-based research on buyers and sellers of professional services. BTI conducts more independent research on how clients acquire, manage, and evaluate their professional services

providers than virtually anyone.