



How to Be a Good Client

Every client at GOLDBERG The Business Advisors receives excellent professional service.

But being a good client is a skill well worth cultivating because good clients get even better service, and that delivers better results.

So here are the instructions for being a good client:

- **Define your needs.** Know your objectives. Then clearly tell us what your objectives are and what you expect from us.
- **Brief your management team.** Create buy-in at your end. Explain your objectives to your management team and why we've been engaged.
- **Meet the advisor who will actually do your work.** Don't let some rainmaker palm you off to a junior staff member with limited experience – You'll get limited results.
- **Limit the number of your decision makers.** Too many cooks ruin the soup.
- **Determine who the go-to people are.** On both your side and ours.
- **Be responsive.** If you want us to meet tight deadlines, collaborate. Return calls. Answer e-mail. When there is a delay, inform us when and how things will be resolved.
- **Make us think.** We work best when we are challenged. We'll stretch for you and you'll get superlative results.
- **Get a good contract.** We'll spell everything out in advance for you, and write it out in simple language. Once you sign off, you can expect excellence, and when you get it, pay us when and how you promised.
- **Respect our judgment, we trust yours.** Mutual trust makes it all work. With trust, everything is possible – without it, nothing can happen.