



Account Management Best Practices

Best Practice: 90 days before your client's renewal date, send a **coffee for the week** to perk them up and strengthen your relationship!



ADDITIONAL TOUCHPOINTS

▶ AFTER A KICK OFF CALL

Once the kick off call is complete, send a **congrats cappuccino** to celebrate your new relationship.
We are super excited to work with your team! Enjoy a caffeine boost on us!

▶ SUCCESSFUL CAMPAIGN

Celebrate a successful campaign or initiative launched with a **box of cookies.**
Congratulations on the successful launch of your campaign! It is such a pleasure to work together and we cannot be more thrilled about our partnership.

▶ ASSISTING A CLIENT

Send a treat to say **thnks for your 'loyaltea'** after helping a client.
We greatly appreciate your business and look forward to a long-lasting partnership.

▶ MISUNDERSTANDINGS OR ERRORS

Mistakes happen so acknowledge the misunderstanding or error and strengthen your relationship with an **'eggstra' sorry sandwich.**
Thank you for your patience and understanding.