

Manage Clients, Increase Lifetime Total Value, and Sustain Successful Long-Term Delivery

WordCamp Miami 2018

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Mindset

Process

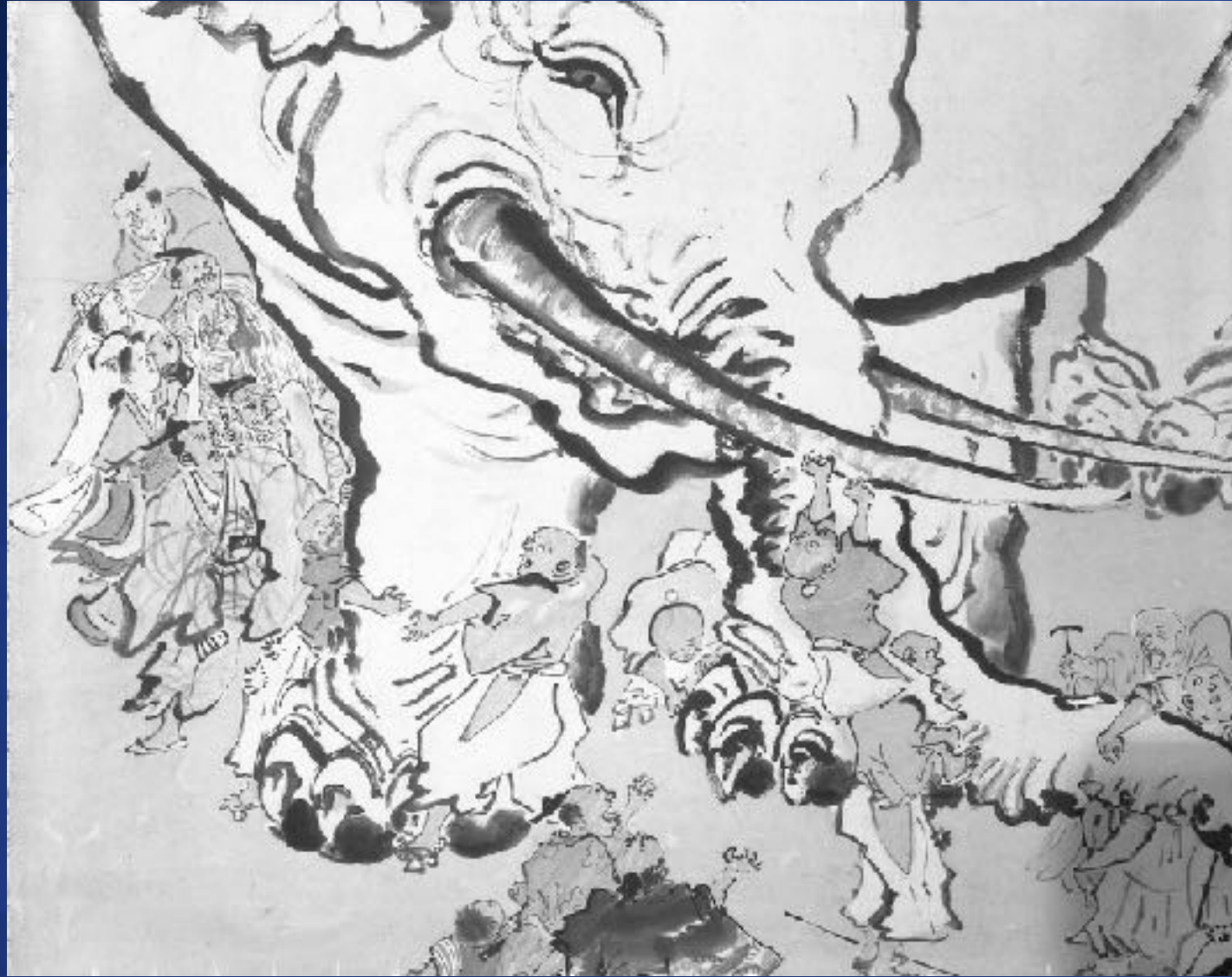
Sales

Mindset

What's the "Why?"

Tone

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What is the business problem?

How do you present yourself?

Process

Clear Expectations

Documentation

Is everyone on the same page?

Are you sure?

No seriously, are you sure?

Setting Clear Expectations

If you didn't write it down, it's not real

Sales Opportunity

Scope Creep

Maintenance

Learn to love Scope Creep

Retainers & maintenance

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