

Account Service Essentials Agenda

Principles of Account Service

- Primary role of account service in an agency
- Account service hierarchy
- Typical AE Responsibilities
- It's about leadership, strategy and relationships

The Clients – Theory of Relativity

- Building relationships with clients
- How to be proactive, not reactive
- How to take charge of your client relationships

Working Effectively with Clients

- The first meeting
- Good input
- Communication strategies
- Estimating
- When clients push back on price

AE Productivity

- How many hours AEs should bill
- Evaluating productivity

Time management tactics

Working with Creatives

- The creative brief
- Who completes the brief?
- Selling creative
- Keeping AE and creative relationships harmonious

Potential Client Problems and How to Address Them

Agency Report Cards

- When and how to resign an account
- How to resign an account