

The Silent Client Diagnosis

Are you a vendor or a partner? Diagnose your client relationships in 5 minutes.

THE VENDOR VS. PARTNER SPECTRUM

VENDOR (Transactional)	PARTNER (Relational)
Contact only during projects	Regular strategic conversations
Price is the primary focus	Value is the primary focus
You chase for renewals	They come to you with new ideas
Relationships feel fragile	Relationships are resilient
You're a line item	You're an advisor

THE 5-POINT SELF-AUDIT

Think about the last 5 times you contacted a client. Were they to:

- ☐ Send an invoice or payment reminder?
- ☐ Deliver a project update or request feedback?
- ☐ Pitch a new service or renewal?
- ☐ Ask for a referral or testimonial?
- ☐ Provide value with zero agenda?

If items 1–4 dominate, your pattern is ask-oriented.

Clients learn the pattern. When they see your name, they brace for a request.

THE TRUST BANK ACCOUNT

WITHDRAWALS

- Invoice / payment request
- Project deadline reminder
- Renewal or upsell ask
- Referral request

DEPOSITS

- Helpful industry insight
- Tool that saves them time
- Heads-up on a market shift
- Problem prevention tip

OVERDRAWN?

- Clients avoid your calls
- Slow email responses
- Price sensitivity rises
- Referrals dry up

The Root Cause: Clients don't avoid you because they dislike you.
They avoid you because they expect every interaction to cost them time, money, or stress.