

# 10 Rules for Effective Communication

Client's Side of the Story

December 3, 2016

## About Speaker



1. Dev-Pro.net - Founded 2011 (Team of 210+ in Kharkov, Ukraine).
2. Validio Software, LLC - Partner from 1998. Sold to GlobalLogic in January 2008.
3. CustomCD - Founded 2005. Sold to Digital River in January 2008.
4. CD LabelCorp - Founded 1996. Shut down in 2008.
5. GraphicCorp - Founded 1993. Sold to Corel Corporation in April 1999.
6. DomainOptions, Inc - Founded 2010. Continues to operate.
7. SpellChecker.net - Founded 2000. Sold to WebSpellChecker.net LLC in 2016.
8. AwardWallet - Joined 2011. 330,000 users and multiple B2B clients.
9. Markupr.net - Founded November 2012. Technology development phase.
10. TravelConfirm - Founded 2010. Shut down 2011.



At Dev-Pro.net we sell **a service**.  
**Effective communication** is our  
competitive advantage

<http://dev-pro.net/effective-communication>



## Imagine Your Client Right Now

1. No time
2. In motion
3. Limited connectivity
4. Hundreds of e-mails in his  
Inbox
5. Needs up-to-date information,  
easy and fast
6. Makes business decisions  
every minute

## #1 Do not waste your client's time

1. Be **concise** and **short**
2. Don't "Bury the lead"
3. Highlight important questions
4. Answer all the questions **before** they are asked

From maria@dev-pro.net x

To john.doe@gmail.com x

Cc info@dev-pro.net x

✓ Subject Approval request: Release of version 1.1 -  
Dec-5 at 1-00 AM PST

John,

✓ Please approve release of version 1.1 tomorrow on Monday,  
Dec-5 at 1-00 AM PST (11-00 AM Ukrainian time).

Preparation steps below are completed:

1. ...

## #2 Help them respond within 10 sec, if their input is needed

1. Explicitly mention whose approval / thoughts / answers you expect to receive
2. Learn to write OK messages
3. Numbered lists instead of bullets
4. Continuous numbering
5. Give all the required information for approval (check list)

## Response to perfect e-mail:

From john.doe@gmail.com x

To maria@dev-pro.net x

Cc info@dev-pro.net x

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Subject Features for release 1.1

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1, 4 - OK

2, 3 - let's discuss on the call today

Thanks!



## #3 If possible, let them not even open the e-mail



Subject Flight reservation (QW13II) | 20OCT16  
LAS-LAX | Bianco/Jeffrey Lawrence

Subject Your Reservation Confirmation  
(N0SDDQW)

Thanks for choosing Southwest® for your trip.

Southwest

[Log in](#) | [View my itinerary](#)

[Check In Online](#) | [Check Flight Status](#) | [Change Flight](#) | [Special Offers](#) | [Hotel Offers](#) | [Car Offers](#)

Ready for takeoff!



Thanks for choosing Southwest® for your trip. You'll find everything you need to know about your reservation below. Happy travels!

Upcoming Trip: 10/20/16 - Los Angeles

Save up to 30%

Plus earn up to 2,400 Rapid Rewards® points.

Let's go!



Radisson BLU

[Upgrade Your Stay](#) | [Modify Your Stay](#) | [Download App](#) | [Book Another Stay](#)



## #3 If possible, let them not even open the e-mail



Subject **Test report - Version 1.1 - 400 tests passed, 0 tests failed - Ready for release**

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Subject Test report

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## #4 Acknowledge the client's message ...

Do not just silently start the work

With no acknowledgement there is room for imagination:

- a) You haven't seen the e-mail
- b) You saw the e-mail, but do not consider it as an important
- c) You just don't care
- d) Electricity is turned off in Ukraine
- e) You flew to Mars

From

To

Cc

---

Subject Changes in scope for release 1.1

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John,

- ✓ The request is acknowledged. I'll send you estimate for changes within next 2 hours, by 7-00 AM PST (5-00 PM Ukrainian time)

## **.. and keep them constantly updated**

1. If client asks you for status update - you failed
2. Provide full visibility on status, following agreed frequency and format
3. Points that are important for client: cost, why this should, timeframe, risks

## **#5 If you see the problem be honest and escalate it fast**

1. Inform the client/your management of the issue as soon as you identify it
2. It is not a problem - it is how you react to it. Give options and recommendations
3. Warning client about issue doesn't mean he heard you
4. Do not suggest/ask about something you cannot deliver

From maria@dev-pro.net x

To john.doe@gmail.com x

Cc info@dev-pro.net x

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Subject Changes in scope for release 1.1 - Potential issues

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Hi John,

✓ I see risks related to release 1.1 next week after requested scope extension.

Here are suggested mitigation actions: ...

## #6 Partnership means visibility and solving issues together

1. Copy your top management / superiors in all correspondence with clients
2. Share issues and risks with your top management / superiors, prepare them for escalation



To john.doe@gmail.com ×



Cc info@dev-pro.net ×

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Subject Notification: Windows 10 release

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Dear John ...

## #7 Invent tools to support high communication standards

DRAFT is tool for:

1. Validation. Clients are very-very difficult to get and easy to lose.
2. Education and knowledge sharing
3. Discussions and sharing opinions

<http://dev-pro.net/drafts>

From

To

✓ Subject **DRAFT:** Dev-Pro - John Doe - Product Vision & Scope -  
December 2, 2016

✓ **Expected approvals: Jeff or Maxim**

From: maria@dev-pro.net

To: john.doe@gmail.com

Subj: Dev-Pro - John Doe - Product Vision & Scope -  
December 2, 2016

Hi John,

This email is to provide you with initial version of Product  
Vision & Scope based ...

## #8 Remember that your goal is result, not the process

1. No response from a client is a potential problem
2. Follow up until the goal is achieved
3. Don't leave open topics
4. Don't send an email and leave the office at once. Stay for at least 15 minutes

From

To

Cc

✓ Subject **IMPORTANT: Changes in scope for release 1.1 -  
Potential issues**

John,

**I haven't heard back from you on this and we really need your  
input here.**

## #9 Be professional even in smallest details

1. Do not use a variety of fonts
2. Spellcheck
3. Don't make the Client do the math
4. Setup a proper signature
5. Use proper greetings

To mark.smith@gmail.com x

Subject Service Suggestion

⊗ Good morning, Mark,

As a professional company, we are constantly reviewing the processes on projects to find out the ways of improvements, provide better service and work quality. We realised, that currently tasks assignment and reporting process between Client and our company has the ways of improvement, and generally it's about better visibility, accountability and knowledge storage.

## #10 Make sure there is no room for misunderstanding

1. Follow currency and date formats
2. Spell months to avoid confusion
3. Don't use a dash as a punctuation mark before numbers. It will look like a negative number
4. Use '.' as a decimal mark and ',' as a delimiter  
(1,000.00)



## Currency and numbers formatting rules



\$100.00  
\$200.00  
\$1,500.25  
\$3,500.00  
\$205.25  
\$100.10

- 1 DOLLAR SIGN (\$) ALWAYS BEFORE THE SUM
- 2 THOUSANDS ARE SEPARATED WITH COMMAS
- 3 ALWAYS PUT 2 DIGITS AFTER DOT SIGN

100.00\$  
\$ 200.00  
\$3.500  
\$1500,25  
\$205.253  
\$100.1

## Date and time formatting rules



CORRECT



WRONG

8/26/2013

August 26

August 26, 2013

Monday, August 26, 2013

26-August-2013

2:11 PM

MM/DD/YYYY

Month DD

Month DD, YYYY

Week Day, Month DD, YYYY

DD-Month-YYYY

HH:MM AM/PM

26/8/2013

August, 26

August 26 2013

Monday 26 August 2013

August-26 2013

14:11 PM

# THANK YOU