



The essentials for delivering with excellence - every time

The success of every agency/client relationship relies on the ability of you and your team to deliver projects on-time, on-budget, and to the brief.

Here are the essential tools that every agency needs to make first-rate delivery the norm. Which do you already have in place, and which could you work on?



To hear more about delivering with excellence from a CEO who has built an agency with a reputation for a strong client focus, check out [Episode 5 'How to deliver with excellence'](#) of the Google Partners Podcast.



A good brief

A clear brief doesn't just set people off on the right track. It is also crucial for referring back to throughout a project to make sure your work aligns with the original challenge.



The right team

Whether you're recruiting someone new or just finding the best people in your company, always consider who has the right skillset for the project. Try not to let internal politics or biases get in the way.



Strong communication

Communication is a big stumbling block on many projects. Effective communication means consistency, transparency, and delivering bad news as quickly as you deliver good news.

In 2016 only 53% of agencies said they felt the client/agency dynamic is improving - compared to 70% in 2015. Flawless delivery is one of the fundamentals of building a strong relationships.

SoDa Report, 2016



A sense of ownership

For employees to deliver well, they need to feel invested and as though they have ownership of the project. For managers, that means knowing when to step back and trust your team.

A service promise

Having a clear promise that defines your approach to client servicing can help set standards internally. For example, you might commit to a 24-hour response time for all emails.



A realistic timeline

It's tempting to agree to all requests, but if tight timelines make it difficult to uphold the same standards, then flag it with your client and see if you can reach a compromise.

For clients, the most valuable aspect of an agency relationship is strategic leadership and marketing creativity.

SoDa Report, 2016



A clear direction

It's essential to have a clear roadmap of how you're going to reach the final deliverable. Send prompt follow ups after every meeting so everyone knows their responsibilities and next steps.



A bit of courage

Don't be afraid to question a client's request or suggest a better solution. The more you are able to advise as well as deliver, the more confidence they'll have in you.

