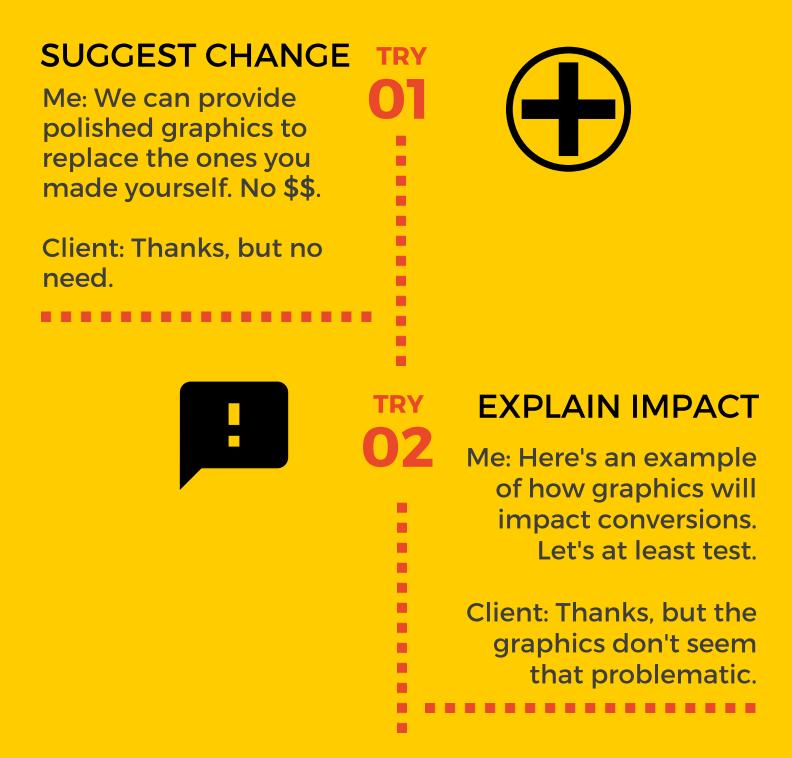
When a Client is Wrong... How Much Dissent is Right?

I recently struggled with where to draw a line between giving advice to a client contact and escalating an issue in order to make sure that the client organization got the best results.



TRY 3

TALK TURKEY

Client: Could you make a new banner for a page?

Me: Not advised. Keeping



your graphics may increase CPL 30%+.

Client: I want the banner.

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STEP

REFLECTION

Me: [Do we have different goals? Is the problem my ego? What'd I miss?]

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DELIVERY

Me: Here is that cool banner [while shaking my head].

step 05

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What would you have done? What could I have done differently? Comment at the Red On Marketing Blog (b2bcommunications.com).