

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.

SUGGEST CHANGE

Me: We can provide polished graphics to replace the ones you made yourself. No \$\$.

Client: Thanks, but no need.

TRY
01



TRY
02

EXPLAIN IMPACT

Me: Here's an example of how graphics will impact conversions. Let's at least test.

Client: Thanks, but the graphics don't seem that problematic.

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.

TRY 3
03



STEP
04

REFLECTION

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

DELIVERY

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

STEP
05



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

