

What To Do and What Not To Do

**Staff India**



**1. Make a remarkable first impression**

Before you start working for a new client, you will have to introduce yourself to her. This is done by sending an email to the new client. And perhaps, this is your chance to design your impression on your client, as she does not have any idea of who you are.

When you send that email, keep in mind that you are better off *not making a single mistake!* Yes, it does not apparently make any difference if you do not capitalize the first word of a sentence, but when someone goes through a piece of text that is 100% correct in grammar and consistency, it creates a certain impression indicating that you know what perfection is.

But that is just one note among many. It is important to *write meaningful things* in that introductory email, and *avoid any information that is not useful* for the client. For example, it would be nice to include your academic major and your IT skills, but it would be quite meaningless to tell the client that you prefer raspberry jam or you have adopted a Persian cat. Point is, be professional and say only the things that the client should be aware of.

Once you are done writing, check it again properly. If you are not sure, ask a colleague to check it for you. Once everything is ready, go ahead and send it.

**2. Treat your client's business like it's your own.**

When you're working on your client's stuff, that's their business. That's one of the most important things in their life. There are many VAs that don't check their work before they send it back to their clients. This is one of the most basic things. You've got to go over your work with a fine-toothed comb before you submit *anything* to your clients.

This means reading anything you write on your client's behalf or testing to make sure links work before clicking the publish button. This means when you communicate with their clients you are professional, thoughtful and you go the extra mile. You get the point. Pay attention to the details. That's how you treat your client's business - like your own.

**3. Never Accept Anything Less Than The Best**

Let's preface this with no one is perfect. That also means that no matter how many times we check our work we are bound to miss things sometimes. It happens to all of us. We're human. But this isn't about missing a spelling error after you've reviewed the document 10 times because your eyes just can't see straight anymore.

No, this is about the way in which you approach the work that you do. You approach it with seriousness, with full attention and you take notes. You ask the right questions, you pay attention to what's NOT being said. You get to the bottom of things because you're thorough and you don't accept anything less than excellence.

Excellence doesn't equal perfection. Excellence is about setting a high standard for yourself and focusing on getting as good as you can possibly be.

**4. Show up**

That means if you say you're going to do something, do it. No matter what and if you can't, say so.

**5. Own Your Mistakes**

You've got to be ready to make mistakes but the key here is to own them, learn from them, and move on. Your clients will appreciate you for this. If you make a big mistake, something that will cost your client either in time or money, compensate them for this anyway you can. Show them that you value them and your commitment to excellence.

This also applies to getting the work done according to a deadline. Can't meet the deadline? Tell them and be prepared for how that's going to affect their business. Remember you're a pro, and pros show up, do the work when they say they will and if they can't, they say so ahead of time, not when everything is on the line, at the last minute.

Moreover, push yourself to learn something new every single day. Don't accept mediocrity and don't get too comfortable.

**6. That Checklist!**

Apart from keeping the right attitude, it's crucial to keep a check on the little things that seem little to you, but on the long run, they prove to be giving a wonderful experience to your client. The little things? See below-

* Check all your equipments before starting work.
* If you are in a team, check your partner arrived or not.
* Send email and let the client know that you are ready to start.
* Say ‘Hi’ on Skype if he added you already.
* During any training , ask if you need to install any specific software.
* Check with client if you need to use separate email ID for them.
* If yes, Send out IT ticket to our IT guys for setting up a new email for you on the Outlook.
* In this case, always remember- you will use your company email for your company work and the new (client’s) email for client work ONLY. Never mix them up.
* Problem understanding your task? Ask the client.
* Save all the instruction you got.
* Be available on Skype, SIP Phone and mail inbox.
* Always try to reply to emails as soon as possible. If you require some time, inform the client.
* Be the one to send the last mail, even with a 'Thank You' or 'You're Welcome' note.
* Never disclose any personal or sensitive information, e.g. your real name or your salary.
* Never disclose your client's contact details to anyone inside your or outside your office (except your managers and MD)
* Inform your client before taking the break
* Follow the correct protocol when taking a leave.
* In case of taking emergency leaves, inform you team leader as soon as possible.
* Contact HR if your client is offline and you have no work to do.