



**Actuaries
Institute**

Developing Stronger Client Relationships

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relationship

/rɪˈleɪʃ(ə)nʃɪp/ 

noun

1. the way in which two or more people or things are connected, or the state of being connected.

"the study will assess the **relationship between** unemployment and political attitudes"

synonyms: **connection**, relation, association, link, correlation, correspondence, parallel, tie-in, tie-up, **alliance**, **bond**, interrelation, interconnection; interdependence of

"the relationship between diet and diabetes"



Six tips for developing stronger client relationships

Tip 1 – Be passionate about what you choose to do

Tip 2 – Communicate, communicate, communicate

Tip 3 – Be honest (but tactful)

Tip 4 – Be genuinely interested in your client

Tip 5 – Avoid the master/servant mentality

Tip 6 – Learn from those around you

