

## NEWS RELEASE

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### **BUSINESSES SHOULD EXPECT “OUTRAGEOUS ACTS OF CLIENT SERVICE”**

*Standing Partnership COO tells PRSA conference that keys are heart, brains, courage*

ST. LOUIS (July 5, 2007) – Client service exceeds expectations when it comes from the heart, is emboldened by extensive brain power and is delivered with courage, explained Melissa Lackey, senior vice president and chief operating officer of Standing Partnership.

Lackey recently delivered the presentation “Outrageous Acts of Client Service” to key industry leaders during the Public Relations Society of America’s Counselors Academy 2007 Spring Conference in Los Cabos, Mexico. The presentation theme was structured around “The Wizard of Oz,” focusing on three key characteristics:

- **Tin Man (heart)** – Client service should be delivered from the heart. Don’t be afraid to show clients that you love their businesses, products and people. But don’t fake it. “Client service should always be genuine,” Lackey said.
- **Scarecrow (brains)** – Use your collective “smarts” on behalf of clients. “Show them that you understand the industry and what it takes to push them to the next level; innovation and creativity drive a client’s bottom line,” Lackey said.
- **Lion (courage)** – You must have the courage to present innovative ideas and make difficult decisions, often giving clients information they don’t necessarily want to hear. And you have to have the courage to walk away from a client who is not a good fit with your organization. “Don’t show cowardice with clients because tough news and advice will lead to positive results,” Lackey said.

“Businesses are looking for nontraditional strategies and tools to ensure a competitive edge – and the way in which these strategies and tools are delivered can drive not only the client, but your own organization,” Lackey said.

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Businesses should expect their client partnerships to embody the ideals of heart, brains and courage. If these ideals are not being delivered, perhaps the relationship isn't a good fit, Lackey noted.

### **About Standing Partnership**

Standing Partnership is a leading, independent strategic communications firm specializing in public relations and crisis and issues management. The agency offers expertise for health care, industrial, plant and life sciences, and tourism and hospitality clients. Standing Partnership, based in St. Louis with locations in Portland, Ore., and Charlottesville, Va., has global reach through its membership in the Worldcom Public Relations Group. For more information, visit [www.standingpr.com](http://www.standingpr.com).

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