

Christopher Michael Mottino Says Great Customer Partnerships Are Built Long Before Problems Arise

Award-winning Corporate Account Manager shares why proactive communication, consistency, and trust create stronger business relationships than simply reacting to challenges.



Gig Harbor, Washington Jul 22, 2026 ([Issuewire.com](https://www.issuewire.com)) - Christopher Michael Mottino believes the best customer partnerships are built long before a problem ever appears. While many organizations focus their attention on solving issues after they happen, he says lasting business relationships are

created through regular communication, dependable follow-through, and a genuine commitment to understanding each customer's goals.

Throughout his career in corporate account management, Mottino has learned that trust grows through small, consistent actions rather than one-time successes. He encourages professionals to stay connected with clients even when everything is running smoothly, creating an environment where concerns can be addressed early and opportunities for improvement are easier to identify.

"People remember how you make them feel throughout the entire relationship, not just when something goes wrong," said Mottino. "The strongest partnerships are built through honest conversations, keeping your commitments, and showing customers they can count on you every step of the way."

Mottino says proactive communication benefits both businesses and their customers. Regular check-ins help uncover changing priorities, improve planning, and reduce unexpected challenges before they become larger problems. Instead of waiting for a customer to raise concerns, he encourages professionals to ask thoughtful questions and listen carefully to the answers.

"Listening is one of the most valuable skills any professional can develop," he said. "Customers usually tell you what they need if you take the time to understand their perspective. Those conversations often lead to better solutions because they are based on trust instead of assumptions."

His approach has been shaped by years of working with national accounts, where strong relationships often require balancing multiple priorities while maintaining clear communication across different teams. Mottino believes consistency matters just as much as expertise because customers value reliability alongside technical knowledge.

He also credits many of these principles to lessons learned long before entering the business world. Growing up in Southern California, he participated in multiple sports before helping lead his high school's football and golf teams to back-to-back CIF championships. Those experiences reinforced the importance of preparation, accountability, and working toward shared goals.

"In sports, you don't wait until the championship game to build trust with your teammates," Mottino said. "You build it every day through preparation, communication, and showing up for one another. Business relationships work the same way."

As companies continue adapting to changing customer expectations, Mottino believes organizations that prioritize long-term relationships will be better positioned for lasting success. While technology has made communication faster, he says it has not replaced the importance of personal connection.

"Customers want to know there is a real person behind the emails and meetings," he said. "When people feel heard and respected, partnerships become much stronger. That's what creates relationships that last for years instead of months."

For Mottino, proactive partnership is ultimately about creating confidence before it is ever tested. Businesses that consistently communicate, follow through on commitments, and invest in understanding their customers are more likely to build trust that endures through both opportunities and challenges.

About Christopher Michael Mottino

Christopher Michael Mottino is a Corporate Account Manager supporting Facility Care customers in the

Pacific Northwest. He has built his career through leadership, relationship management, and a commitment to customer success. In 2025, he received both the National Facility Care Corporate Account Manager Award and the Facility Care Team MVP Award. Outside of work, he enjoys golfing, hiking, camping, cooking, gardening, astronomy, and spending time with his family while coaching and supporting his children's sports.

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