

Clients For Life How Great Professionals Develop Breakthrough Relationships

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Acclaimed by leading management thinkers, Clients for Life clearly illustrates the most important attributes and strategies of extraordinary client advisers and shows how you can use them to enrich your own relationships. It provides sophisticated professionals with the tools and insights they need to reap the rewards of lifetime client loyalty.

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Clients for Life: How Great Professionals Develop Breakthrough Relationships Jagdish N. Sheth, Author, Andrew Sobel, Author, Andrew C. Sobel, Joint Author Simon & Schuster \$26 (272p) ISBN 978-0 ...

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In Clients for Life, another powerful message comes through, another currency is considered, which is all about the importance of relationships and serving your clients. The authors do a great job of distinguishing between a transactional expert and the optimum role of the trusted, extraordinary advisor. Their insights helped me understand a higher role that could be taken in serving my clients. I recommend this book to anyone who has or wants to experience significance and value creation ...

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Based on groundbreaking research, Clients for Life sets forth a comprehensive framework for how professionals from all fields can develop breakthrough relationships with their clients and enjoy enduring client and customer loyalty. Supported by over 100 case studies and examples drawn from consulting, financial services, law, technology, and other fields, Clients for Life illustrates how you can evolve from an expert for hire—a tradable commodity—to an extraordinary advisor.

Clients for Life | Andrew Sobel
In Clients for Life, another powerful message comes through, another currency is considered, which is all about the importance of relationships and serving your clients. The authors do a great job of distinguishing between a transactional expert and the optimum role of the trusted, extraordinary advisor.

Clients for Life: Evolving from an Expert-for-Hire to an ...
Twenty-five years as a grief psychotherapist has taught Julia a great deal about the human condition – because when you focus on grief you focus on life, and loss exposes everything that matters ...

How to live and learn from great loss | Family | The Guardian
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How To Get Clients Online: 6 Ways To Find New Freelance ...
There are also many examples in the book of great advisors like Gertrude Bell, David Ogilvy, George Marshall, Peter Drucker, Henry Kissinger, and Harry Hopkins. These role models help make the points clearer.

Clients for Life: Evolving from an Expert-for-Hire to an ...
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Assisting clients to identify and clarify attainable goals is one of the primary roles of any coach. Great Coaching Questions for Decision-Making. Sometimes a client finds it difficult to make decisions. When this happens, the right questions from the coach can make a big difference for them. These questions guide the client.

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"Your Clients for Life" is the definitive "how to" book on the revolutionary and lucrative trend of "Financial Life Planning". "Financial Life Planning" is an innovative, lifestyle centered approach that helps clients clarify goals in all areas of their lives and design a financial strategy to support them.

Your Clients for Life: The Definitive Guide to Becoming a ...
An Innovative Blueprint for Enduring Client Relationships More than 15 million people in this country earn their livings by serving clients, and their numbers are growing every day. Unfortunately, far too few develop the skills and strategies needed to rise to the top in a world where clients have almost unlimited access to information and expertise.

Finally, the book that all professionals frustrated with fleeting client loyalty and relentless price pressure have waited for -- the first in-depth, client-tested guide to developing lasting business relationships. What separates extraordinary professionals from ordinary ones? Why are some professionals always drawn into their clients' inner circle of advisers, while others are employed on a one-shot basis and treated like vendors? Based on groundbreaking research, Clients for Life sets forth a comprehensive framework for how professionals in all fields can develop breakthrough relationships with their clients and enjoy enduring client loyalty. Drawing on insights from extensive interviews with both leading CEOs and today's most prominent client advisers, Jagdish Sheth and Andrew Sobel debunk the conventional wisdom about professional success -- "find a specialty, do good work" -- as hopelessly inadequate in a world where clients have unlimited access to information and expertise. The authors replace these tired conventions with an innovative blueprint, supported by over one hundred case studies and examples drawn from consulting, financial services, law, technology, and other fields, for how you can evolve from an expert for hire -- a commodity -- to an extraordinary advisor. Riveting portraits of both exceptional contemporary professionals and legendary advisers such as Aristotle, Thomas More, Niccolò Machiavelli, and J. P. Morgan reveal how great client relationships are achieved in practice. Readers will learn, for example, to develop selfless independence, which tempers complete emotional, intellectual, and financial independence with a powerful commitment to client needs; to become deep generalists and overcome the narrow perspective caused by specialization; to systematically build lifelong trust; and to cultivate the power of synthesis -- big-picture thinking -- that is so highly valued by clients. Acclaimed by leading management thinkers, Clients for Life clearly illustrates the most important attributes and strategies of extraordinary client advisers and shows how you can use them to enrich your own relationships. It provides sophisticated professionals with the tools and insights they need to reap the rewards of lifetime client loyalty.

The financial planing profession is undergoing a transformation from the historical approach of transactions and straight asset accumulation to an integrated financial and life planning strategy for customers. Your Clients for Life: The Definitive Guide to Becoming a Successful Financial Life Planner is a roadmap that financial planners can use to understand how to make the connection between financial planning and life planning. Its premise is that advisors of the future will need to deal more with money as an element of a client's life that cannot be viewed alone.

An arsenal of powerful questions that will transform every conversation Skillfully redefine problems. Make an immediate connection with anyone. Rapidly determine if a client is ready to buy. Access the deepest dreams of others. Power Questions sets out a series of strategic questions that will help you win new business and dramatically deepen your professional and personal relationships. The book showcases thirty-five riveting, real conversations with CEOs, billionaires, clients, colleagues, and friends. Each story illustrates the extraordinary power and impact of a thought-provoking, incisive power question. To help readers navigate a variety of professional challenges, over 200 additional, thought-provoking questions are also summarized at the end of the book. In Power Questions you ' ll discover: The question that stopped an angry executive in his tracks The sales question CEOs expect you to ask versus the questions they want you to ask The question that will radically refocus any meeting The penetrating question that can transform a friend or colleague ' s life A simple question that helped restore a marriage When you use power questions, you magnify your professional and personal influence, create intimate connections with others, and drive to the true heart of the issue every time.

World-renowned client relationship authority shows you how to dramatically grow your business by mastering fourteen critical client development challenges Andrew Sobel, author of the international bestsellers Clients for Life and Power Questions, offers a proven,100-day plan for conquering 14 tough client development challenges and growing your client base in any market conditions. He ' s encapsulated 25 years of unique research, including personal interviews with over 8000 top executives and successful rainmakers, into a practical roadmap for winning more new clients and growing your existing relationships. You ' ll learn specific strategies to move confidently and predictably from a first meeting to a signed contract, and discover the agenda-setting techniques that create a steady stream of sole-source business. You ' ll master the art of reframing client requests, leading to broader, higher-impact engagements. You ' ll dramatically sharpen your ability to ask the powerful questions that can transform your client relationships. And, you ' ll learn to develop advisory relationships with influential C-suite executives. Andrew illustrates each weekly challenge with real-life examples drawn from thousands of executive meetings. He shares success strategies from having grown and led three highly successful professional service businesses. Andrew has taught these strategies to over 50,000 professionals around the world, and they ' re now available to you in this highly readable, portable masterclass. Whether you are early in your career and need a comprehensive guide to grow your client base from the ground up or are a seasoned practitioner who wants to accelerate your business growth, It Starts With Clients will take you to the next level.

In this completely revised and updated edition of the customer service classic, Carl Sewell enhances his time-tested advice with fresh ideas and new examples and explains how the groundbreaking " Ten Commandments of Customer Service " apply to today ' s world. Drawing on his incredible success in transforming his Dallas Cadillac dealership into the second largest in America, Carl Sewell revealed the secret of getting customers to return again and again in the original Customers for Life. A lively, down-to-earth narrative, it set the standard for customer service excellence and became a perennial bestseller. Building on that solid foundation, this expanded edition features five completely new chapters, as well as significant additions to the original material, based on the lessons Sewell has learned over the last ten years. Sewell focuses on the expectations and demands of contemporary consumers and employees, showing that businesses can remain committed to quality service in the fast-paced new millennium by sticking to his time-proven approach: Figure out what customers want and make sure they get it. His " Ten Commandments " provide the essential guidelines, including: • Underpromise, overdeliver: Never disappoint your customers by charging them more than they planned. Always beat your estimate or throw in an extra service free of charge. • No complaints? Something ' s wrong: If you never ask your customers what else they want, how are you going to give it to them? • Measure everything: Telling your employees to do their best won ' t work if you don ' t know how they can improve.

In three years Livingston helped the 17,000- employee strong Crossmark increase its sales revenues by 30 percent and add an additional 2,400 workers Livingston will promote the book on his busy speaking tour, which includes keynote addresses at several large consumer products information conferences Includes numerous on-the-street examples and case studies throughout the book

The real-world guide to selling your services and bringing in business How Clients Buy is the much-needed guide to selling your services. If you're one of the millions of people whose skills are the 'product,' you know that you cannot be successful unless you bring in clients. The problem is, you're trained to do your job—not sell it. No matter how great you may be at your actual role, you likely feel a bit lost, hesitant, or 'behind' when it comes to courting clients, an unfamiliar territory where you're never quite sure of the line between under- and over-selling. This book comes to the rescue with real, practical advice for selling what you do. You'll have to unlearn everything you know about sales, but then you'll learn new skills that will help you make connections, develop rapport, create interest, earn trust, and turn prospects into clients. Business development is critical to your personal success, and your skills in this area will dictate the course of your career. This invaluable guide gives you a set of real-world best practices that can help you become the rainmaker you want to be. Get the word out and make productive connections Drop the fear of self-promotion and advertise your accomplishments Earn potential clients' trust to build a lasting relationship Scrap the sales pitch in favor of honesty, positivity, and value Working in the consulting and professional services fields comes with difficulties not encountered by those who sell tangible products. Services are often under-valued, and become among the first things to go when budgets get tight. It is now harder than ever to sell professional services, so your game must be on-point if you hope to out-compete the field. How Clients Buy shows you how to level up and start winning the client list of your dreams.

Convert relationships into revenue-generating business! With Clients, Clients, and More Clients, you ' ll learn how to capture the attention of the right connections, build loyal relationships, and influence people to hire you. Larina Kase combines the latest research from the field of psychology with her own background as a marketing psychologist to help you understand exactly how potential clients think—and use this information to close the deal. Discover how to understand the true needs of a client; access underlying emotions through the use of metaphor; alleviate clients' stress or fears; use color and design psychology to optimize your branding; make yourself memorable; use endorsements in the way that really works; package your products and services so people decide to purchase them.

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