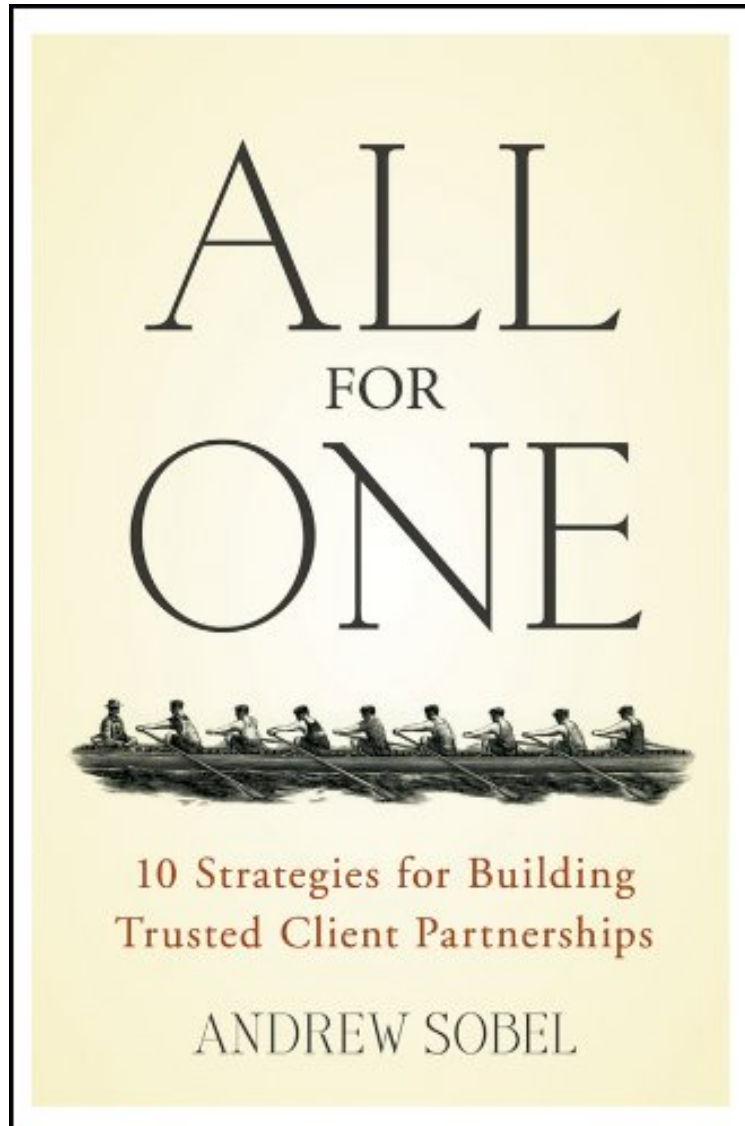


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All For One: 10 Strategies for Building Trusted Client Partnerships

Andrew Sobel

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Andrew Sobel : All For One: 10 Strategies for Building Trusted Client Partnerships before purchasing it in order to gauge whether or not it would be worth my time, and all praised All For One: 10 Strategies for Building Trusted Client Partnerships:

1 of 1 people found the following review helpful. I really enjoyed his book By Nicholas James Errico - Keynote, Author - Off the Beaten Path - A Project Management Field Guide Andrew spoke to our company in Dallas a few years ago. What a gifted speaker, and author. I really enjoyed his book. Lots of key take aways not only for business but life! 0 of 0 people found the following review helpful. All for one review By ecreator The ultimate goal is to be a trusted adviser to your client where you are helping to shape your client's agenda and meeting many of their needs. If

you succeed, you will probably have a highly profitable client for life. There is always great personal satisfaction in the relationship of a trusted counselor. The first five of these strategies is the responsibility of the individual professional. The other five strategies must be driven and supported by firms and institutions. These ten strategies become the recipe for building and developing long-term, professional client partnerships that provide added value to the client as well as a high level of personal satisfaction and profitability for the service provider. The ten essential strategies to implement in order to consistently develop and sustain these valuable relationships begin with investing to develop a deep understanding of your client's business and proactively engaging them in value added conversations about their most essential priorities and goals. Adding new people to your contact list and staying in touch with lots of people is another suggested strategy. Building relationship capital means focusing on the critical few that can truly make a difference and nurturing these. Executive engagement is about engaging a senior decision maker in a dialogue about critical issues and then building trust in your capacity to address them. Another strategy is that you must deliver what you promised but in trusted client partnerships the adviser does more. You must add value. These are the responsible of the individual professional. The next five strategies must be mainly driven by the firm. Trusted partnerships begin with a senior client who is highly ambitious. You become a partner in helping them to achieve their goals. The you must have a pipeline to develop and support. Another strategy would be a collaborative "all for one and one for all" culture which is the foundation on which you build trusted client partnerships. Many firms say they offer a unique client experience or a differentiated experience. But clients don't often perceive it as such. In the future, the ability to add more value during client interactions while increasing ease of use will be essential. Client executives claim a variety of benefits to these long-term institutional relationships. The trust of having this trusted client partnership increase speed and efficiency in completing projects. By maintaining a smaller number of business partners, clients can more easily manage relationships. The ultimate goal is maintaining these long-term relationships that will endure for years which will in turn contribute to revenues, profits and capital. The author did a great job of conveying the processes for improved client relationship. However, he was not quite as clear as to how to put those principles to work in a somewhat smaller entrepreneurial environment. 5 of 5 people found the following review helpful. Amongst the best business books I have read By Nicholas Assef This is an incredibly practical and straightforward business book. it is the first of Sobel's works that i have read but I am well impressed. One of the most important themes that the book develops and reinforces is the deepening of business relationships with a select group of clients - as opposed to the shotgun approach of many business authors on the emergence of social media based initiatives. This sniper like approach not only makes sense, but should be at the core of thinking for all professionals. Quality over quantity. Many other pearls in this book. Well done to the author.

Corporate clients are demanding more value from their external advisors, and consolidating their business around a smaller number of firms. These trends are forcing a variety of service providers—;from consulting firms to large banks—;to confront a series of difficult challenges: How do we create an "all-for-one, one-for-all" culture in which the whole is greater than the sum-of-the-parts and we succeed in leveraging our global network to deliver value to clients?" How do we mobilize the right people, resources, and ideas—;across a multitude of organizational and geographic boundaries—;into each and every client relationship?" How do we evolve from a trusted advisor to a trusted partner and build multi-year, institutional relationships? All for One answers these questions with an innovative and comprehensive model for developing enduring, institutional client relationships—;what Andrew Sobel refers to as Level 6 Trusted Client Partnerships. It offers readers ten specific strategies that are thoroughly supported by case studies, best practices from leading firms, and implementation tools. The individual professional is principally responsible for five of these strategies, while the firm—;the institution—;must support and drive the other five. When you successfully execute against all ten of these building blocks, you develop long-term, professional-client partnerships that provide great value to the client and high levels of personal satisfaction and profitability for the service provider. nbsp;

All for One is thought provoking and actionable, making it a valuable roadmap for building trust and mutual benefit between clients and advisors. —;Ralph W. Shrader, Chairman and Chief Executive Officer, Booz Allen Hamilton In All for One, Andrew Sobel takes an important, further step in defining great client relationships by eloquently describing how to build trusted partnerships. —;Sir Winfried Bischoff, Chairman, Citigroup All for One is a goldmine of best practices. Five years' scrutiny of 50 major service-based relationships—;combined with the author's deep expertise on what makes service firms successful—;make Andrew Sobel's guidance accessible, credible, and invaluable. —;Edward E. Nusbaum, Chief Executive Officer, Grant Thornton LLP From the Inside Flap Corporate clients are putting relentless pressure on their professional advisors. They want more value and better service. They are consolidating the number of firms that they are willing to work with. They are scrutinizing, more than ever, the fees they pay. To respond, service firms must turn individual relationships into broad-based, institutional ones and build a collaborative culture that mobilizes the right people, ideas, and resources—;from across the organization—;into each client relationship. The goal is to build a trusted

partnership that adds value, reduces risk, and creates stability for both your clients and your firm. Based on a five-year study of leading firms in professional services and other advice-based businesses, relationship authority Andrew Sobel has created a comprehensive guide to developing what he calls "Level 6" clients—those flagship relationships that are broad, deep, and endure for many years. In Sobel's first book, *Clients for Life*, he laid out a clear path to take you from expert-for-hire to trusted client advisor. *All for One* takes you and your firm to the next level—trusted partner—with practical advice illustrated by more than 100 examples of best practices from the world's top services firms. *All for One* presents ten essential strategies for building an all-for-one culture and systematically growing your client relationships. Incorporating a wealth of detailed, tactical advice, these powerful strategies include: Institutionalizing relationships—employing five growth pathways to expand existing clients Building a client leadership pipeline—developing and supporting relationship managers who can lead trusted client partnerships for your firm Promoting collaboration—creating an all-for-one, client-centered culture where people and ideas easily cross organizational boundaries Adding multiple layers of value—tapping into six sources of value leverage for clients Employing rich examples from Booz Allen Hamilton, Lloyds Banking Group, Ernst Young, and dozens of other leading firms, *All for One* is a definitive guide for professionals who aspire to trusted partner status with their clients.

From the Back Cover Praise for *All For One* "Andrew Sobel clearly understands that trust is not an abstract concept—it is a personal bond forged over time in the best relationships. *All for One* is thought-provoking and actionable, making it a valuable road map for building trust and mutual benefit between clients and advisors." —Ralph W. Shrader, Chairman and Chief Executive Officer, Booz Allen Hamilton "In *All for One*, Andrew Sobel takes an important further step in defining great client relationships by eloquently describing how to build trusted partnerships. At a time when corporations are seeking more in-depth and fewer relationships, the concept of partnership and how to achieve it is highly relevant and topical." —Sir Winfried Bischoff, Chairman, Citigroup "Successful professional service firms will have more than their share of 'trusted advisors.' The great firms will be those that have converted their individual relationships into trusted client partnerships for their institutions. In *All for One*, Andrew Sobel shows the way to do this. This book is not to be missed by leaders of professional service firms with the high aspiration to be great." —Steven B. Pfeiffer, Chair, Executive Committee, Fulbright Jaworski LLP "Andrew Sobel's techniques have been instrumental in building our client-first culture at Cognizant. As our market continues to evolve, *All for One* will help us chart the course towards trusted partner status with each of our clients." —Francisco D'Souza, Chief Executive Officer, Cognizant "All for One is a gold mine of best practices for building a culture around personalized relationships and then supporting these through collaboration and the mobilization of resources. Five years' scrutiny of fifty major service-based relationships—combined with the author's deep expertise on what makes service firms successful—make Andrew Sobel's guidance accessible, credible, and invaluable." —Edward E. Nusbaum, Chief Executive Officer, Grant Thornton LLP