

# ANDREW SOBEL

*Helping companies and individuals develop their clients for life*



**A**ndrew is an acclaimed speaker who consistently delivers high-energy, content-rich keynote speeches and workshops. He is the most widely published author in the world on how to develop long-term client relationships. Andrew's content is original and provocative, and his message is extraordinarily relevant to companies that want to differentiate themselves and grow in increasingly crowded markets.

I love to learn but I don't like to be taught, which is why I especially valued your keynote presentation on client partnership. I learned a lot from it but there was no lecture. An excellent job.

—SIR WIN BISCHOFF, Chairman  
Lloyds Banking Group

Your presentation, which used the Beatles to illustrate teamwork, innovation, and client loyalty, really blew our partners away.

—STEVE PFEIFFER  
Chair of the Executive Committee  
Fulbright & Jaworski

## Learn to:

- ➔ *Acquire more new clients*
- ➔ *Grow and institutionalize existing client relationships*
- ➔ *Develop more trusted advisors*

## Most Popular Topics

### Develop your clients for life.

By understanding the ingredients of lifelong client loyalty, you can implement strategies to deepen and broaden your client relationships and accelerate revenue growth.

### Create trusted client advisors.

Trusted client advisors exemplify seven specific attributes that set them apart from average professionals and enable them to build relationships at the highest level of any client organization.

### Use power questions to create breakthrough relationships.

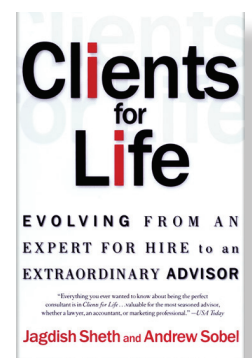
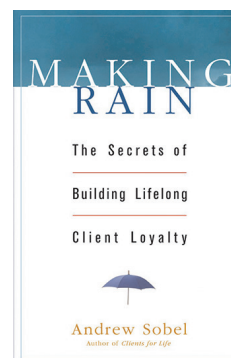
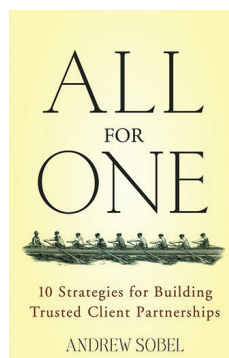
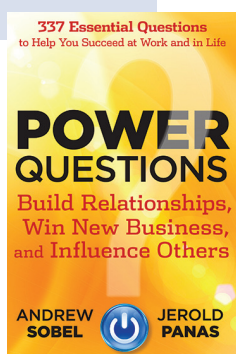
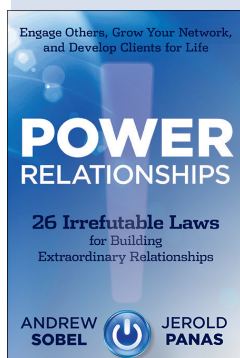
Andrew's international bestseller, Power Questions, has been translated into ten languages. Learn to use powerful questions to understand your clients' most important needs, define problems more broadly, and connect deeply on a personal level.

### Innovate and collaborate using the Beatles Principles.

The Fab Four sold 1.4 billion records by creating a whole that was greater than the sum of the parts. Learn how they collaborated to write their songs, continuously innovated, and built extraordinary fan loyalty.

### Power Relationships: The laws for building extraordinary relationships

Discover the underlying principles that will enable you to connect, become relevant, and develop deep personal relationships with prospects and clients.





**I have been going to conferences like this for over 20 years, and I rate your speech in the top five I have ever heard.**

—MICHAEL KLEIN  
former Chairman & Co-CEO  
Citigroup Global Banking

Andrew Sobel's techniques have been instrumental in building our "client first" culture at Cognizant.

—FRANCISCO D'SOUZA  
CEO, Cognizant

Andrew Sobel's engaging presentation and entertaining best-practice examples capture those new to client service and grizzled veteran advisors alike.

—ADAM REEDER  
Managing Director and  
Global Sector Head  
Credit Suisse First Boston

Andrew took the time to really understand our culture and our challenges. His program created a clear path for our leadership to build an "All-for-One, One-for-All" company.

—MARK THIERER  
Chairman and CEO  
SXC Health Solutions

## About Andrew

**A**ndrew Sobel is the leading authority on client loyalty and the skills and strategies required to develop trusted client partnerships. His books are considered the definitive guides to acquiring, growing, and sustaining client relationships.

Andrew has been a strategy advisor and coach to senior management for over 30 years. He worked for 15 years for Gemini Consulting, where he was a Senior Vice President and Chief Executive of the firm's Italian subsidiary. Since 1996 he has led his own consulting firm, Andrew Sobel Advisors. He graduated from Middlebury College cum laude and earned his MBA at Dartmouth's Tuck School.

Andrew lived and worked in Europe for 13 years, and speaks four languages. He lives in New York City and Santa Fe, New Mexico.

His deep expertise makes Andrew Sobel's guidance accessible, credible, and invaluable.

—EDWARD E. NUSBAUM  
Chief Executive Officer  
Grant Thornton International

Andrew and his work have been featured in a variety of media including *The New York Times*, *USA Today*, *The Harvard Business Review*, *Strategy+Business*, *Business Week*, CNN, ABC's Morning News, The Fox Strategy Room, Bloomberg, and many others.

## Partial Client List

Citigroup  
Xerox  
Experian  
Hess  
Ernst & Young  
Deloitte  
Grant Thornton  
Cox Communications  
CGI  
Cognizant  
Experian  
Bank of America  
Fulbright & Jaworski  
Arnold & Porter  
Milbank Tweed  
UBS  
Lloyds Banking Group  
Booz Allen Hamilton  
Bain & Company  
Booz & Company  
Oliver Wyman (Mercer)  
Spencer Stuart  
Egon Zehnder  
Towers Watson  
... and dozens of other leading organizations.

**ANDREW SOBEL**  
a d v i s o r s

**212 . 706 . 1297**

**[andrew@andrewsobel.com](mailto:andrew@andrewsobel.com)**  
**[www.andrewsobel.com](http://www.andrewsobel.com)**