

ANDREW SOBEL

Helping companies and individuals develop their clients for life



Andrew 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.

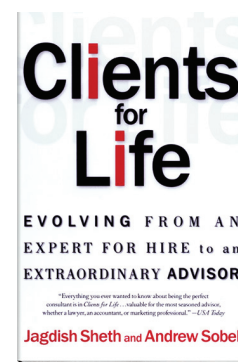
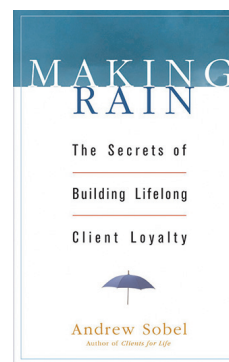
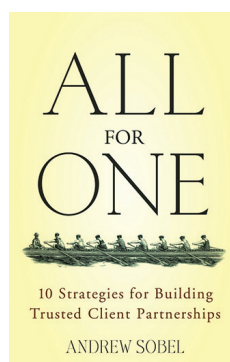
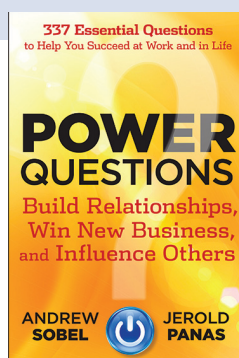
—SIR WIN BISCHOFF, Chairman
Lloyds Banking Group

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.

Build an all-for-one firm.

The most successful firms have an “all-for-one, one-for-all” culture that puts clients and customers squarely at the center of the organization and provides individual relationship managers with the support they need to thrive.

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.

Unleash the power of Power Questions.

The right question asked at the right time is an extraordinarily powerful tool to win business and build relationships. Quick answers can shut down the conversation, whereas thought-provoking questions expand it.



About Andrew

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

Andrew has been a strategy advisor to senior management for 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.

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

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.

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Partial Client List

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Bain & Company
Booz & Company
Oliver Wyman (Mercer)
Spencer Stuart
Egon Zehnder
Towers Watson
... and dozens of other leading organizations.