

Developing Clients for Life

Sidley Austin Partner Meeting
April 26, 2014

Andrew Sobel Advisors

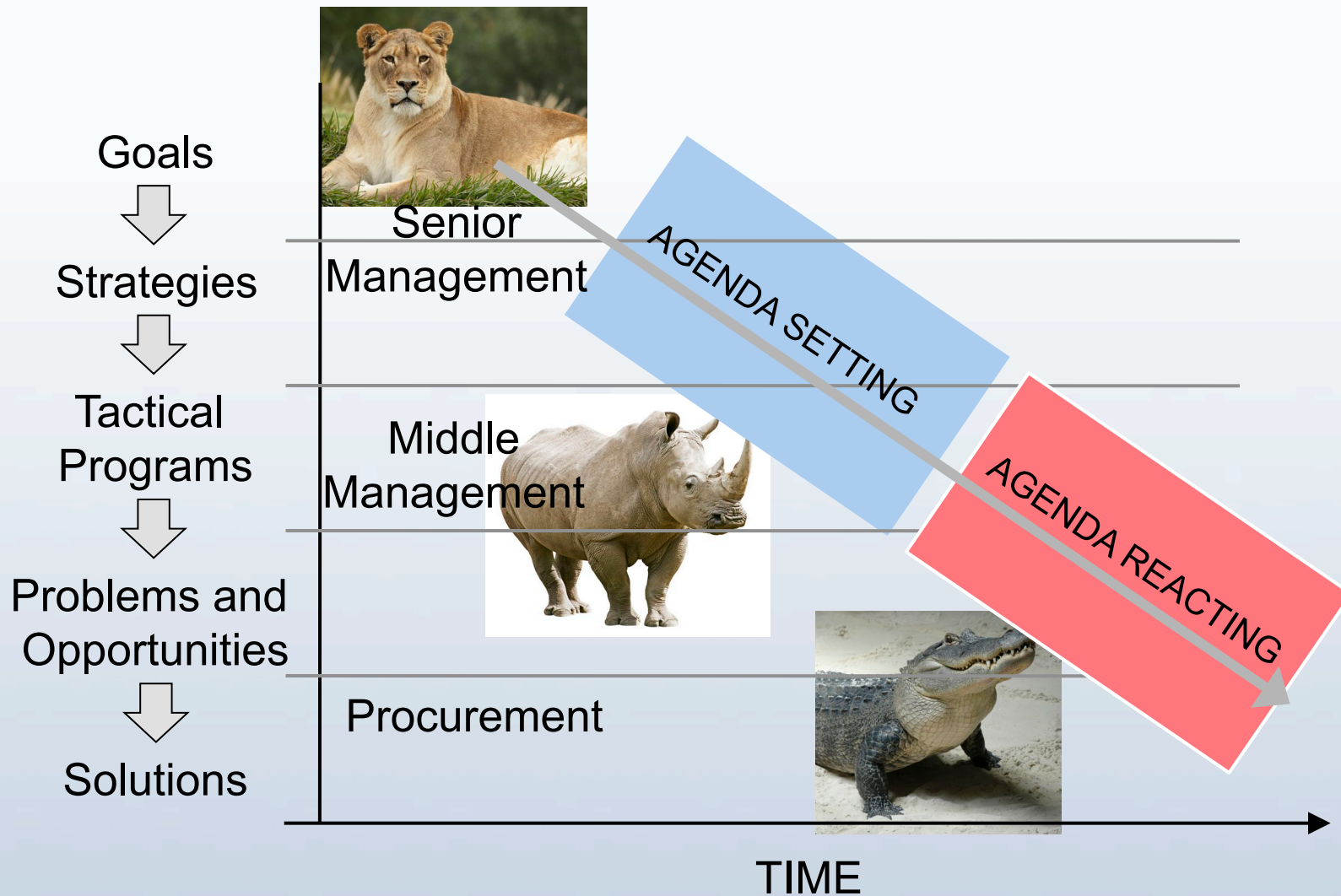
SIDLEY AUSTIN LLP
SIDLEY

The Advisor Mindset: Check Yourself



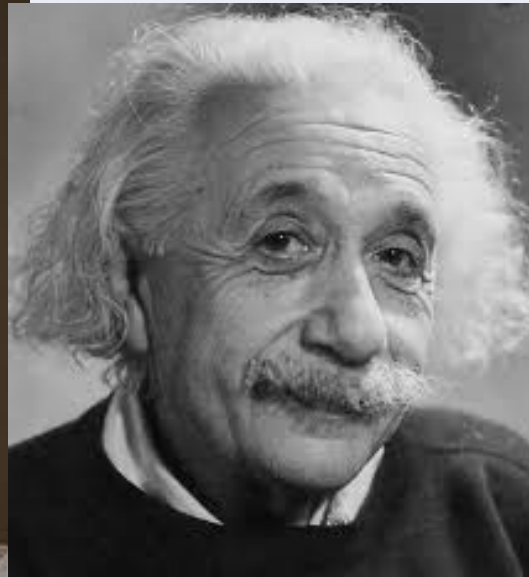
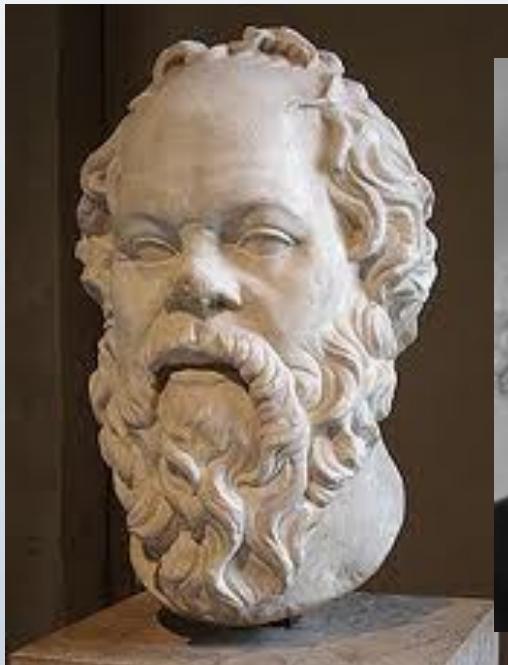
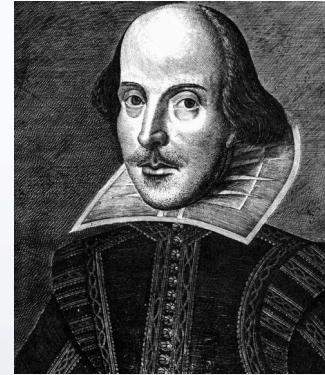
The Expert for Hire	The Client Advisor
Tells	Asks great questions and listens
Is for hire	Has “selfless independence”
Has deep expertise	Is a <i>deep generalist</i> (expertise + business acumen)
Analyzes	Analyzes and <i>synthesizes</i>
Builds professional credibility	Builds deep personal trust
Is reactive	Is a proactive agenda setter
Sells	Creates a buyer

The client planning and action cycle



Using Power Questions to develop client understanding

?



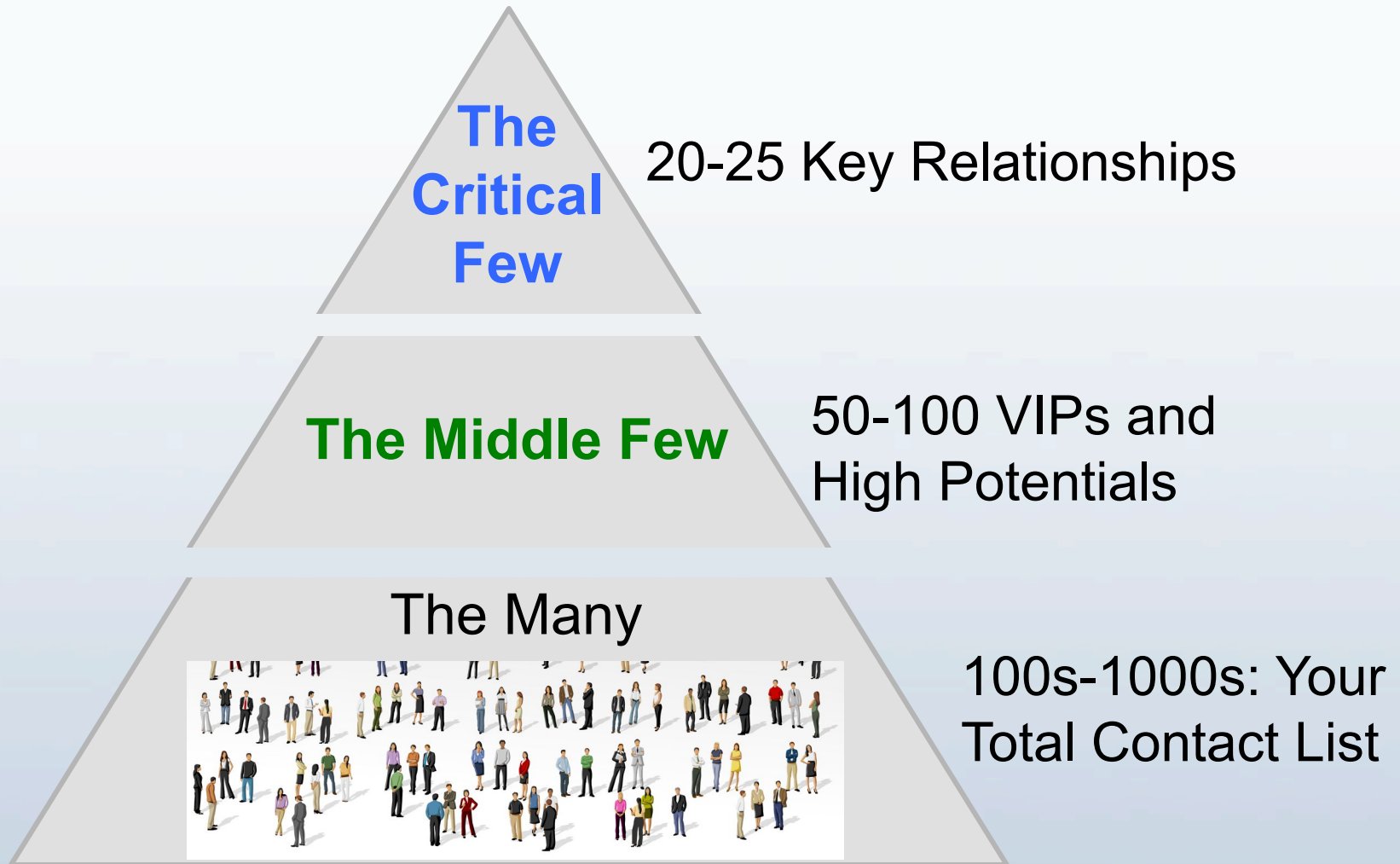
Four types of Power Questions



Building the trust that fuels collaboration

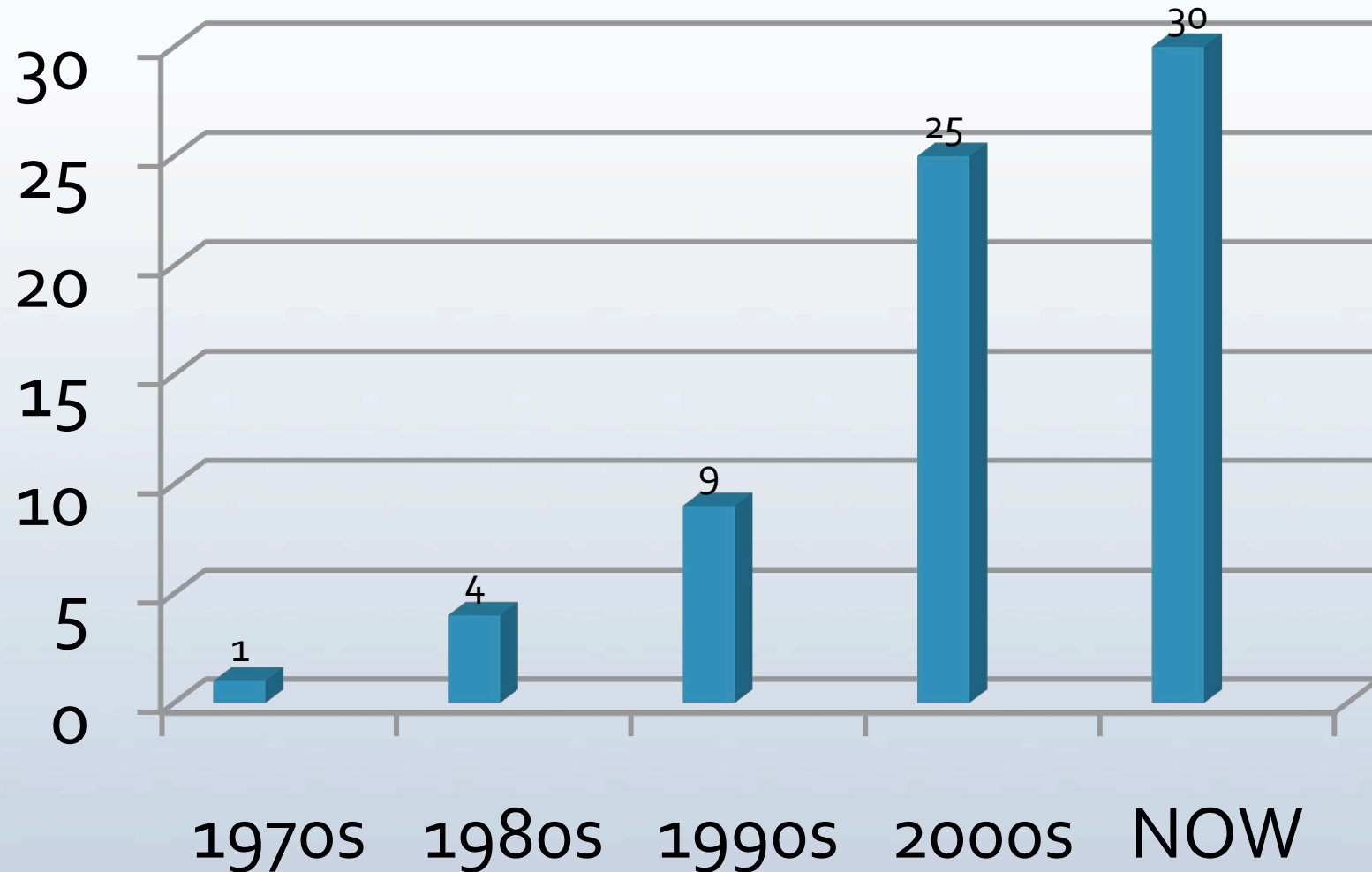


Engaging your network



No. of communications/executive/year

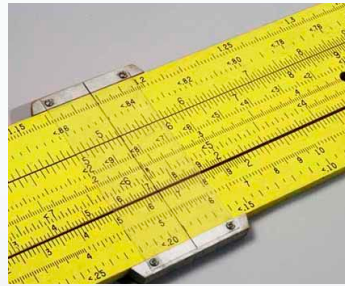
(Thousands)



Source: Harvard Business Review May 2014

Six roles you can play

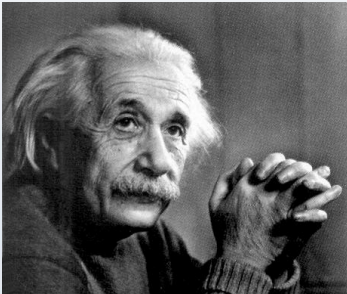
① Expert



② Market Crossroads



③ Big Picture Thinker



④ Visionary



⑤ Company Insight



⑥ Sounding Board



Follow-up Resources

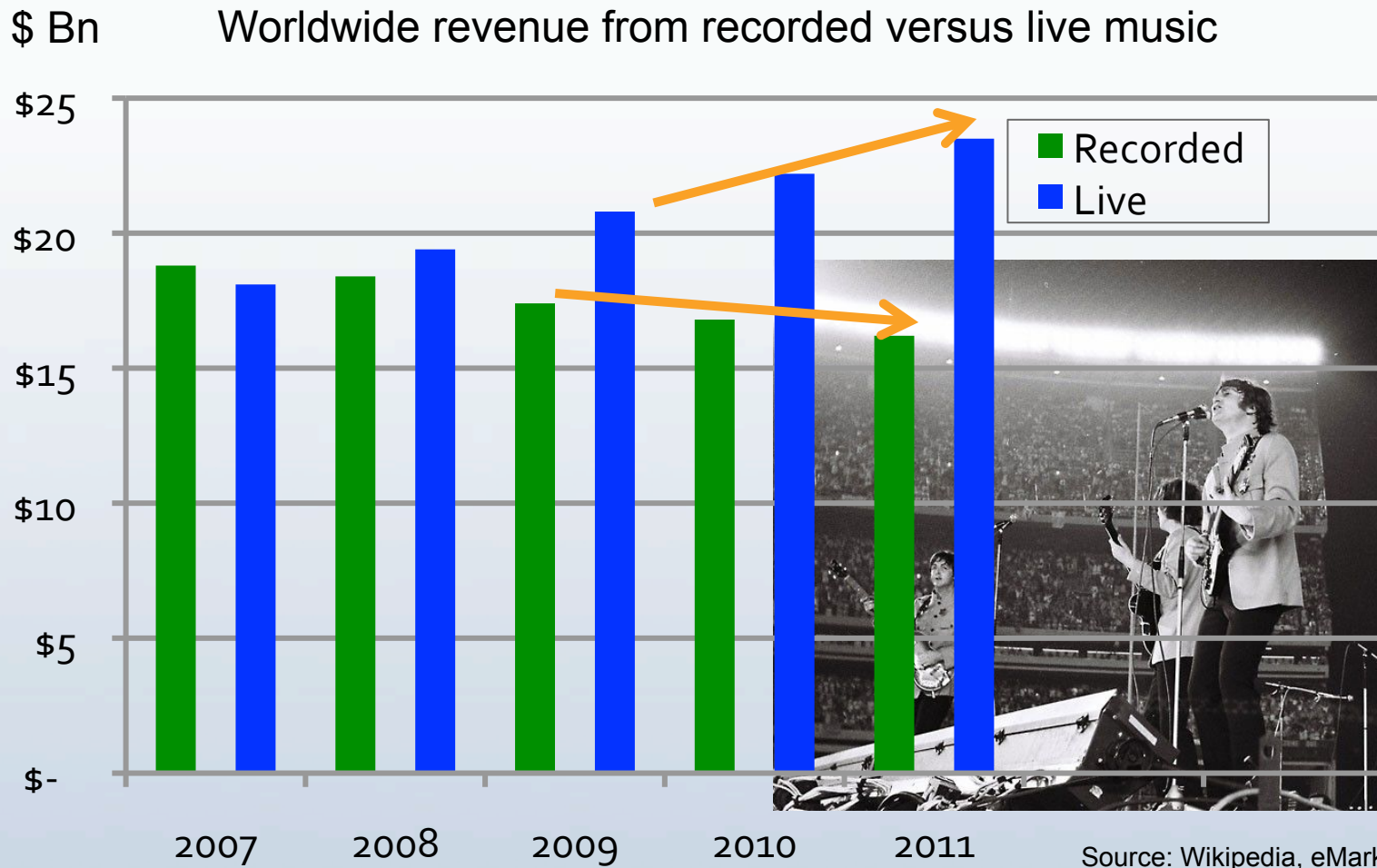
<http://andrewsobel.com/sidley>

1. A copy of these slides and my PAT presentation
2. The Beatles Principles summary
3. Client executive engagement form
4. Power questions lists
5. First meeting 32 pt. checklist

What to do next

- Cultivate the advisor mindset
- Hold regular agenda-setting conversations
- Bring three great questions to every meeting
- Reach out and get to know 50 new partners this year
- Segment and engage your network
- Go for the live performances

Focus on the live performance



One person...\$175 Billion in deals?

Goldman, Citi, UBS . . . and a Guy in an Office

Anyone looking at the mergers and acquisitions “league tables” — the Wall Street equivalent of Major League Baseball’s stand-

JAMES B. STEWART

ings — during this hot year for merger activity would find the usual suspects: Morgan

A Solo Deal Maker Totals \$175 Billion, Rivaling Firms

ing the French cement maker Lafarge in its \$60 billion merger with another giant cement maker, Holcim, of Switzerland. Robertson Robey Associates, a microfirm that was known as “the three Simons” — Simon Robey, Simon Wershow and Simon Rob-

