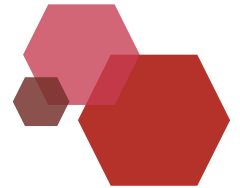


Building Category-of-One Client Relationships

Andrew Sobel
Advisory Leadership Conference
July 14, 2015



An urgent need, a persuasive solution,



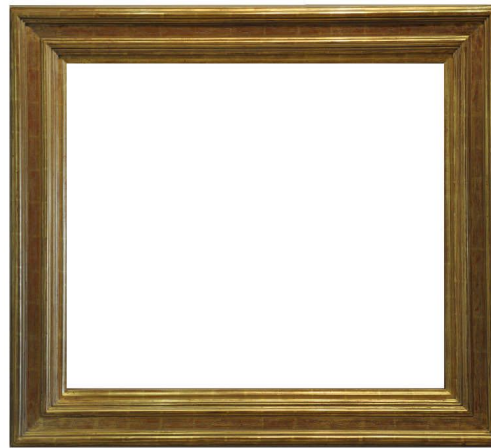
...and, a trusted provider



Three strategies



**Agenda
Setting**



Reframing



**All For One,
One For All**

The key to sole-source business



Are you being shown the right picture?



Expansive Reframing



Radical Reframing



Building an all-for-one, one-for-all team



Further resources for you

<http://andrewsobel.com/alc>

1. A copy of these slides
2. Client agenda setting worksheet
3. Reframing worksheet
4. The Beatles Principles
5. Executive meeting 32-point checklist

Remember

1. Lower your threshold for a client meeting
2. Start with a conversation about your client's agenda
3. Reframe to define the totality of the problem and the solution
4. Cultivate an all-for-one, one-for-team that evolves its songs.

*...You can't sing "I Want to Hold Your Hand"
year after year!*