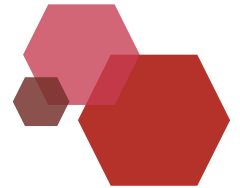


Building Category-of-One Client Relationships

Andrew Sobel
Advisory Leadership Conference
July 14, 2015



An urgent need, a persuasive solution,



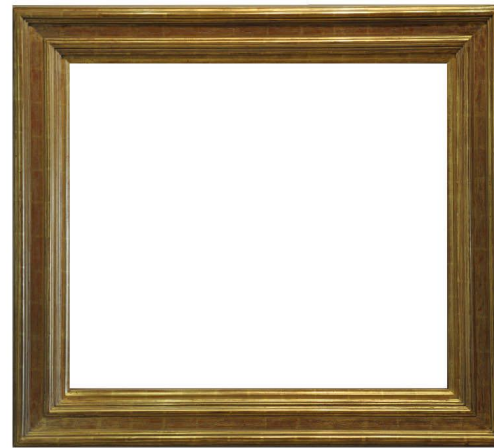
...and, a trusted provider



Three strategies



**Agenda
Setting**

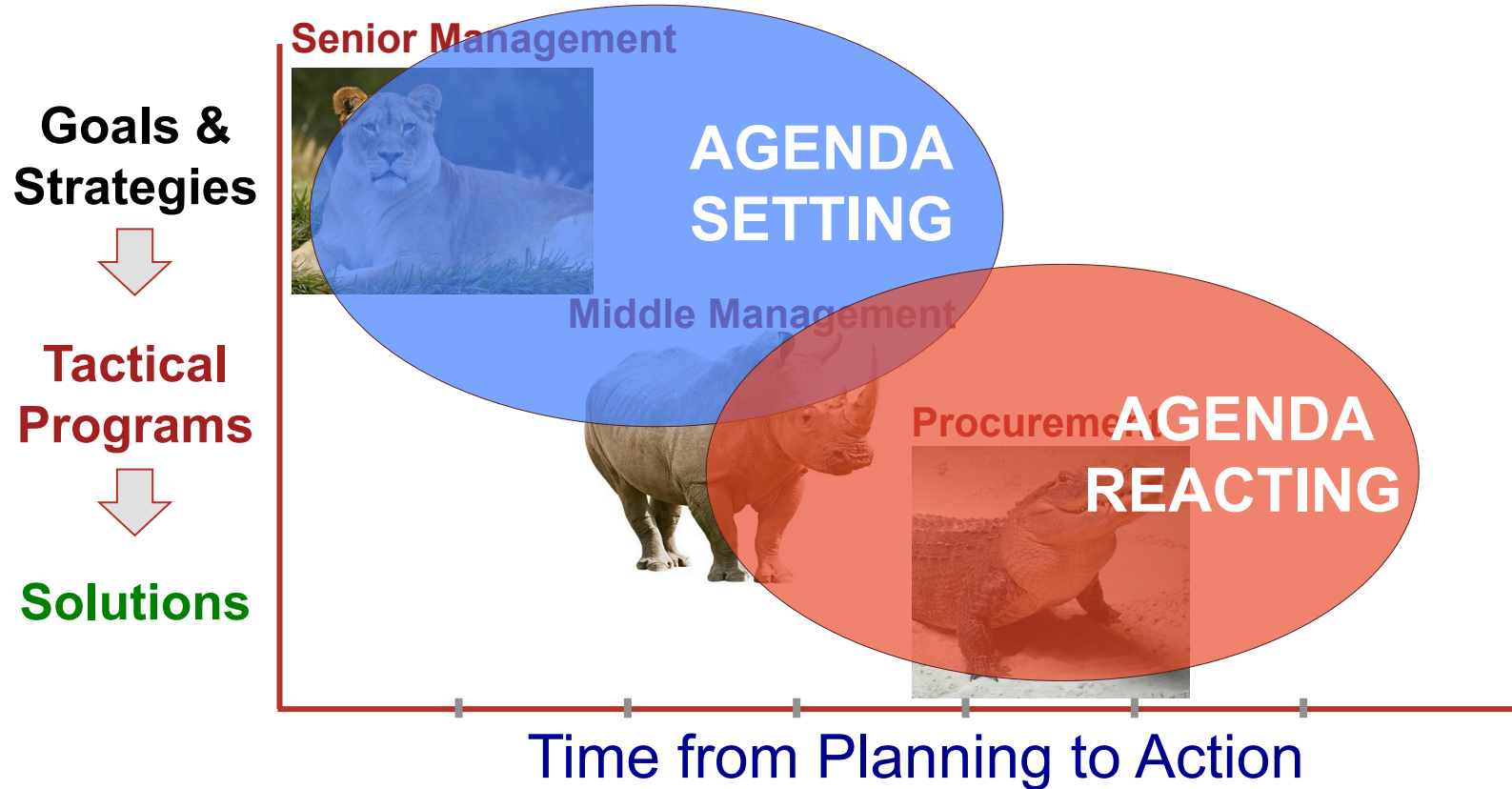


Reframing



**All For One,
One For All**

The key to sole-source business



Your agenda setting strategies

Client Has Articulated their Own Needs?

Thanks for the order!

Articulated

Not Articulated

Aware



2

PwC Is Aware of Client Needs?

Not Aware

4

Your agenda setting strategies

**Client Has Articulated
their Own Needs?**

Articulated

Not Articulated

Aware

**PwC Is Aware of
Client Needs?**

Not
Aware

<i>Deepen Relationships</i> 1	<i>Inspire and Challenge</i> 2
<i>Ask to Compete</i> 3	<i>Explore their agenda</i> 4

Are you being shown the right picture?



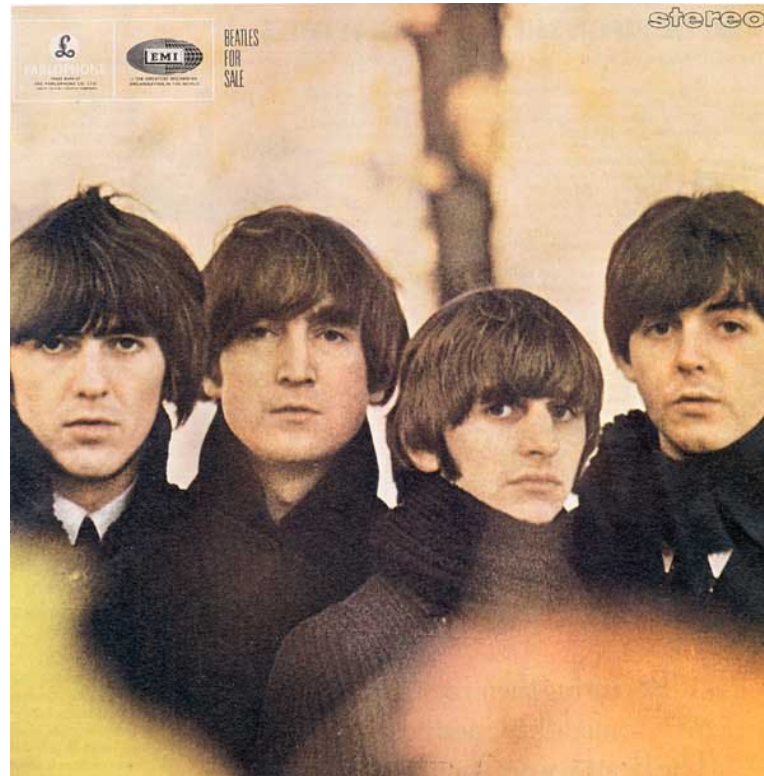
Expansive Reframing



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