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Making Rain The Secrets Of Building Lifelong Client Loyalty

Emilie Sanchez



Making Rain The Secrets Of Building Lifelong Client Loyalty:

Making Rain Andrew Sobel,2003-01-31 Professionals who work with clients or large accounts can create lifetime relationships based on these well researched secrets Based drawing from extensive interviews with client executives Making Rain offers a series of provocative insights on how to shed the expert for hire label and develop long term advisory relationships Exploding the popular myth of the Rainmaker a dated and dysfunctional figure that clients no longer welcome Andrew Sobel argues that any professional can learn to make rain on an ongoing basis with existing clients by developing a special set of skills attitudes and strategies These innovative tips and techniques from a recognized leader in the field of professional services will enable any consultant salesperson or service professional to create enduring client loyalty

Power Questions to Build Clients for Life Andrew Sobel,2013-04-12 Use the power of questions to deepen and grow your client relationships The right question can shift a conversation from the analytical to the emotional from the details to the big picture and from the past to the future The result Deeper client knowledge more intimate relationships and a clear understanding of how you can add more value *Power Questions to Build Clients for Life* shows how to use strategic questions to implement nine essential clients for life strategies You ll learn How to select the right clients to begin with Growth strategies to broaden your relationships Techniques for building personal relationships with your clients Powerful questions to help you connect in the C Suite Ten questions you must ask your clients every year in order to assess your relationship health *Power Questions to Build Clients for Life* gives you both the strategies and the key questions to develop trusted partnerships with your most important clients

Power Questions Andrew Sobel,Jerold Panas,2012-02-07 An arsenal of powerful questions that will transform every conversation Skillfully redefine problems Make an immediate connection with anyone Rapidly determine if a client is ready to buy Access the deepest dreams of others *Power Questions* sets out a series of strategic questions that will help you win new business and dramatically deepen your professional and personal relationships The book showcases thirty five riveting real conversations with CEOs billionaires clients colleagues and friends Each story illustrates the extraordinary power and impact of a thought provoking incisive power question To help readers navigate a variety of professional challenges over 200 additional thought provoking questions are also summarized at the end of the book In *Power Questions* you ll discover The question that stopped an angry executive in his tracks The sales question CEOs expect you to ask versus the questions they want you to ask The question that will radically refocus any meeting The penetrating question that can transform a friend or colleague s life A simple question that helped restore a marriage When you use power questions you magnify your professional and personal influence create intimate connections with others and drive to the true heart of the issue every time

The Architect's Handbook of Professional Practice American Institute of Architects,2011-09-26 Architects must be proficient in a variety of business practices to contribute to manage or launch a successful firm They are responsible for the same kind of legal financial marketing management and administrative activities

as any other professional Within these broad categories however there are many details including professional standards and documents that are unique to the profession of architecture Guerrilla Marketing for Consultants Jay Conrad Levinson, Michael W. McLaughlin, 2011-01-06 Trusted advice on successful consulting from the authors of the bestselling Guerrilla Marketing series Consulting is entering the era of the guerrilla client buyers with a glut of information at their fingertips and doubts about the value consultants add Guerrilla Marketing for Consultants is the first book to reveal how guerrilla marketing can transform today's challenges into golden opportunities for winning profitable work from the new breed of consulting clients Packed with information this step by step guide details the 12 marketing secrets every consultant should know the anatomy of a marketing plan Web sites sources of free publicity direct mail marketing winning proposals and more Jay Conrad Levinson San Rafael CA is the Chairman of the Board of Guerrilla Marketing International and the author or coauthor of more than 30 books including the bestselling Guerrilla Marketing series Michael W McLaughlin Mill Valley CA has been a partner with Deloitte Consulting since 1994 **Power Questions to Win the Sale** Andrew Sobel, 2013-04-03 Use the power of questions to accelerate your sales process and gain client commitment Skillfully build rapport Establish your credibility Uncover a client's issues Determine if your prospect is really ready to buy Get commitment to a next step Power Questions to Win the Sale provides specific strategies and techniques to help you successfully manage the most common challenges in sales For each step in the sales process it gives you a series of thoughtful questions that will help you rapidly turn a contact into a client Drawing on the author's bestselling Power Questions this short e book shows you how to Sequence your agenda and use questions at the right moments in the sales process Establish yourself as an expert through credibility building questions rather than slide presentations Draw out the client's agenda of essential priorities and goals Position your proposal to win by meeting eight key preconditions before you submit it Unblock a sale that is stalled Power Questions to Win the Sale is a practical roadmap for balancing advocacy and inquiry during the sales process and winning new business more consistently and confidently **Harvard Business Review**, 2003 **Business Law Today**, 2003 **FYI** Michael M. Lombardo, Robert W. Eichinger, 2009 For learners managers mentors and feedback givers **Engineering Inc**, 2005 The Publishers Weekly, 2003 The British National Bibliography Arthur James Wells, 2004 *Middlebury Magazine*, 2003 **It Starts With Clients** Andrew Sobel, 2020-03-25 World renowned client relationship authority shows you how to dramatically grow your business by mastering fourteen critical client development challenges Andrew Sobel author of the international bestsellers Clients for Life and Power Questions offers a proven 100 day plan for conquering 14 tough client development challenges and growing your client base in any market conditions He's encapsulated 25 years of unique research including personal interviews with over 8000 top executives and successful rainmakers into a practical roadmap for winning more new clients and growing your existing relationships You'll learn specific strategies to move confidently and predictably from a first meeting to a signed contract and discover the agenda setting techniques that

create a steady stream of sole source business You ll master the art of reframing client requests leading to broader higher impact engagements You ll dramatically sharpen your ability to ask the powerful questions that can transform your client relationships And you ll learn to develop advisory relationships with influential C suite executives Andrew illustrates each weekly challenge with real life examples drawn from thousands of executive meetings He shares success strategies from having grown and led three highly successful professional service businesses Andrew has taught these strategies to over 50 000 professionals around the world and they re now available to you in this highly readable portable masterclass Whether you are early in your career and need a comprehensive guide to grow your client base from the ground up or are a seasoned practitioner who wants to accelerate your business growth **It Starts With Clients** will take you to the next level **Rain Making** Ford Harding,1994 *1,001 Ways to Keep Customers Coming Back* Donna Greiner,Theodore B. Kinni,2011-07-20 **Sure Fire Can t Miss Tips Techniques and Ideas for Building Lifelong Customer Loyalty** Imagine having the customer service secrets of the world s most successful businesses right at your fingertips With this book you can Authors Donna Greiner and Theodore Kinni spent five years uncovering how Nordstrom Southwest Airlines Ritz Carlton American Express and other world class companies keep their customers for life The result is 1 001 timely entertaining and brilliantly inventive customer retention ideas Inside you ll discover the secrets to Creating products services tailored to your customers needs Recognizing and rewarding your most profitable trophy customers Using three kinds of guarantees to build customer trust Turning first time customers into frequent buyers And much more **Leading Loyalty** Sandy Rogers,Leena Rinne,Shawn Moon,2019-04-16 In business it s not enough for people to like you they need to love you Learn how building loyalty and modeling great customer service behavior to develop frontline teams is the key to building raving fans To thrive in today s economy it s not enough for customers to merely like you They have to love you Win their hearts and they will not only purchase more they ll talk you up to everyone they know But what turns casual customers into passionate promoters and lifelong buyers Loyalty experts at FranklinCovey set out to unlock the mysteries of gaining the customer s loyalty In an extensive study that involved 1 100 stores and thousands of people they isolated examples that stood out in terms of revenues and profitability They found that these campfire stores burned brighter than the rest thanks to fiercely loyal customers and the employees who delight in making their customers lives easier Full of eye opening examples and practical tools **Leading Loyalty** helps you infuse empathy responsibility and generosity into every interaction and Make warm authentic connections Ask the right questions and listen to learn Discover the real job to be done Take ownership of the customer s issue Follow up and strengthen the relationship Share insights openly and kindly Surprise people with unexpected extras Model teach and reinforce these essential behaviors through weekly team huddles It s time to invest in building loyalty **Leading Loyalty** reveals the principles and practices of everyday service heroes the customer facing employees who cultivate bonds and lift revenues through the roof **The Loyalty Edge** Michael Morrow,2015-04-28 **The Loyalty Edge** is a must have resource for

professionals who want to demonstrate value to their clients forge deeper relationships and want to stand out as the best of the best in a competitive industry Ignite your energy and transform your business into an elite practice with effective client engagement strategies found in *The Loyalty Edge* The tools provided in this book are award winning and guaranteed to be applicable regardless if you are a seasoned professional or new to the business Mike Morrow CFP a widely recognized expert in marketing and client loyalty shares his step by step tactical process to retain clients and attract new high quality prospects He believes in the lifetime value of a client and the power of the client loyalty Profit from the author s years of experience and Learn strategic frameworks to foster long term client relationships Gain direct and concise insight into processes that will translate into increased profits Discover ways to rank high on your client s go to list making your expenditures worthwhile Attain the road map to achieve sustained growth Find out how to calculate your client retention rate and why it is an important exercise for your business Each strategy is complete with supporting tools to ensure easy implementation A sought after speaker for companies worldwide and successful financial professionals who utilize Mike s proven methods to sustain success

[Clients for Life](#) Andrew Sobel, Jagdish Sheth, 2001-02-21 Finally the book that all professionals frustrated with fleeting client loyalty and relentless price pressure have waited for the first in depth guide to developing lasting client relationships Millions of people in this country earn their livings by serving clients and their numbers are growing every day Unfortunately far too few develop the skills and strategies needed to rise to the top in a world where clients have almost unlimited access to information and expertise *Clients for Life* sets forth a comprehensive framework for how professionals in all fields can develop breakthrough relationships with their clients and enjoy enduring client loyalty Supported by more than 100 case studies and wisdom gleaned from interviews with dozens of leading CEOs and prominent business advisors *Clients for Life* identifies what clients really want and lays out the core qualities that distinguish the client advisor an irreplaceable resource from the expert for hire a tradable commodity Readers will learn for example to develop selfless independence which tempers complete emotional intellectual and financial independence with a powerful commitment to client needs to become deep generalists and overcome the narrow perspective caused by specialization to systematically build lifelong trust and to cultivate the power of synthesis big picture thinking that is so highly valued by clients Portraits of history s most famously successful advisors including Machiavelli Sir Thomas More and J P Morgan underscore these timeless qualities that modern professionals need to develop to excel in today s competitive environment

Customer Once, Client Forever Richard Buckingham, 2001 In *Customer Once Client Forever* Buckingham presents a process to identify create and maintain the relationship with the client using his 12 Lifetime Tools

Reviewing **Making Rain The Secrets Of Building Lifelong Client Loyalty**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is really astonishing. Within the pages of "**Making Rain The Secrets Of Building Lifelong Client Loyalty**," an enthralling opus penned by a highly acclaimed wordsmith, readers embark on an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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