

# Clients for Life: How Great Professionals Develop Breakthrough Relationships

Andrew Sobel, Jagdish Sheth

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# Clients for Life

EVOLVING FROM AN  
EXPERT FOR HIRE to an  
EXTRAORDINARY ADVISOR

"Everything you ever wanted to know about being the perfect consultant is in *Clients for Life*...valuable for the most seasoned advisor, whether a lawyer, an accountant, or marketing professional." —*USA Today*

**Jagdish Sheth and Andrew Sobel**

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**Andrew Sobel, Jagdish Sheth : Clients for Life: How Great Professionals Develop Breakthrough Relationships** before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Clients for Life: How Great Professionals Develop Breakthrough Relationships*:

0 of 0 people found the following review helpful. Finding Significance and Creating Value By Mike Lyons So often in business, we focus on the tangible results of profits margins, quarterly growth trends and market share, all connecting

back to the dollars and cents that make our organizations tick. No doubt, these are important and necessary to staying competitive and relevant. In *Clients for Life*, another powerful message comes through, another currency is considered, which is all about the importance of relationships and serving your clients. The authors do a great job of distinguishing between a transactional expert and the optimum role of the trusted, extraordinary advisor. Their insights helped me understand a higher role that could be taken in serving my clients. I recommend this book to anyone who has or wants to experience significance and value creation through serving clients.

0 of 0 people found the following review helpful. *How to Be an Extra-Ordinary Advisor!* By Jasper Welch A must read for any consultant, advisor or trusted confidant, who is working with clients in various areas of expertise (technical, business, political, organizational, etc). The co-authors (Sheth Schoel) do a great job explaining the role of the advisor, and differences between the "hired hand" or "hired gun" and the trusted confidant and extraordinary advisor. This is a for book in your library!

1 of 1 people found the following review helpful. The best book for consultants, bar none. By Joe Hardin I reread this book every year since I manage to learn something new from it each time. Not only will this book make you a better consultant, it will just make you wiser, period. The lessons and techniques in it should probably be abstracted from consulting somehow, is it could apply to far more relationships and self-development in life.

Finally, the book that all professionals frustrated with fleeting client loyalty and relentless price pressure have waited for -- the first in-depth, client-tested guide to developing lasting business relationships. What separates extraordinary professionals from ordinary ones? Why are some professionals always drawn into their clients' inner circle of advisers, while others are employed on a one-shot basis and treated like vendors? Based on groundbreaking research, *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. Drawing on insights from extensive interviews with both leading CEOs and today's most prominent client advisers, Jagdish Sheth and Andrew Sobel debunk the conventional wisdom about professional success -- "find a specialty, do good work" -- as hopelessly inadequate in a world where clients have unlimited access to information and expertise. The authors replace these tired conventions with an innovative blueprint, supported by over one hundred case studies and examples drawn from consulting, financial services, law, technology, and other fields, for how you can evolve from an expert for hire -- a commodity -- to an extraordinary adviser. Riveting portraits of both exceptional contemporary professionals and legendary advisers such as Aristotle, Thomas More, Niccolograve; Machiavelli, and J. P. Morgan reveal how great client relationships are achieved in practice. 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. Acclaimed by leading management thinkers, *Clients for Life* clearly illustrates the most important attributes and strategies of extraordinary client advisers and shows how you can use them to enrich your own relationships. It provides sophisticated professionals with the tools and insights they need to reap the rewards of lifetime client loyalty.

From Publishers Weekly Whereas most professionals aim to develop long-term relationships with their clients, many find that their clients may treat them more like a one-shot expert-for-hire than that trusted member of the inner circle. Arguing that in today's competitive era, clients are always looking for those who can distinguish themselves from the others -- whether it is by being available 24 hours a day or by solving a difficult problem -- Sheth, a marketing professor, and Sobel, a consultant, draw on the insights of the CEOs of such corporations as GE and American Express to present a simple, strategic approach designed for anyone who wants to serve clients better. Even more important than availability and creativity is the consultant's objectivity and ethics, Sheth and Sobel aver. The best consultants always demonstrate they are putting their client's interest foremost and never recommend projects as a means to advance their own objectives or extend their agreements. Furthermore, the authors argue, the most successful consultants don't take on work merely for the money, but because they believe in a product or service and want to maintain a relationship with the client. The authors present their message clearly (highlighting their points in sidebars throughout the text) and understand that clients aren't always perfect; sometimes they want free advice or someone simply to confirm that their established plans are appropriate. One of the best "client-relationship" books published recently, this practical guide offers powerful insights for professional advisers and customers alike. Copyright 2000 Reed Business Information, Inc. USA Today Everything you ever wanted to know about being the perfect consultant is in *Clients for Life*...valuable for the most seasoned advisor, whether a lawyer, an accountant, or marketing professional. About the Author Jagdish Sheth is the Charles H. Kellstadt Professor of Marketing at the Goizueta Business School, Emory University, and the founder of the Center of Relationship Marketing. He has served as an advisor and consultant to ATT, Lucent, Motorola, and Young & Rubicam, and contributes regularly to *The Wall Street Journal* and other publications. He lives in Atlanta, Georgia.