

APRIL 2008 - LEADERSHIP LETTER #26

***CLIENTS FOR LIFE:
Evolving from Expert for Hire to an Extraordinary Advisor
By Sheth and Sobel, 2000***

Hello All ...

Sometime back, a friend gave us a book with an intriguing title:

CLIENTS FOR LIFE

Many of our clients think about how to become the **trusted advisor** for their best clients ... as opposed to an expert-for-hire at a low cost ... if possible.

For some of you, the notions in Sheth's and Sobel's book will be old news. Still, Chapter Eight on Creating and Mentoring Trust has some useful insights.

I hope you enjoy some of the "tidbits" I found in their work, and find some of it useful in your own consulting work in our culture of increasing litigiousness, commodity pricing, and decreasing trust.

Personally, I'm happy to see signs of spring flowers and buds. It's time to clean up my bike and get my canoe paddles wet!

Don't forget that this and all past **Leadership Letters** can now be found on our website at www.henseyassociates.com.

All the best to you,

Mel

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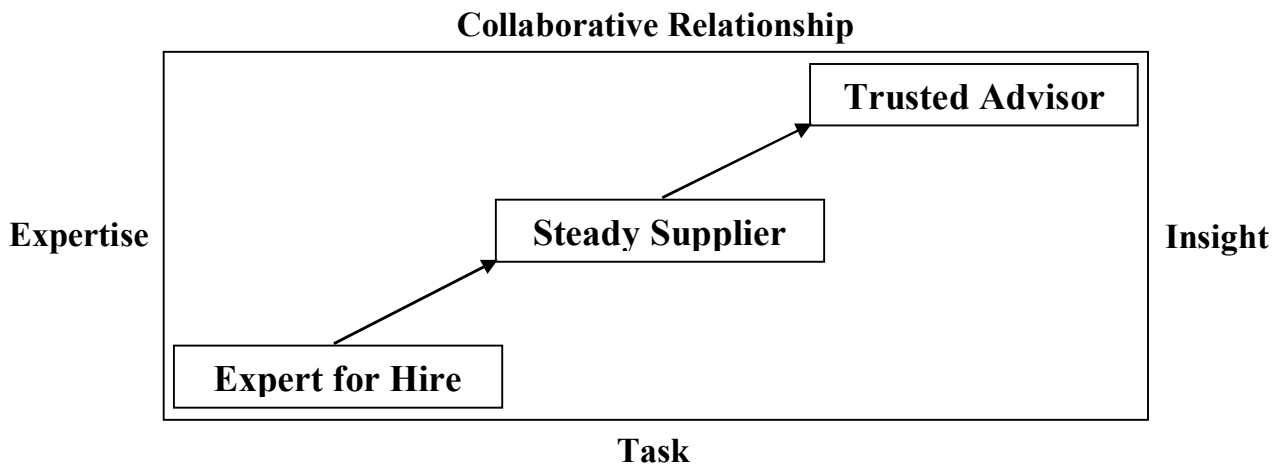
HELPFUL TIDBITS FOR CONSULTING ENGINEERS/SCIENTISTS FROM ...

CLIENTS FOR LIFE: Evolving from Expert for Hire to an Extraordinary Advisor

by Jagdish Sheth and Andrew Sobel, 2000

Simon & Schuster

New York, NY



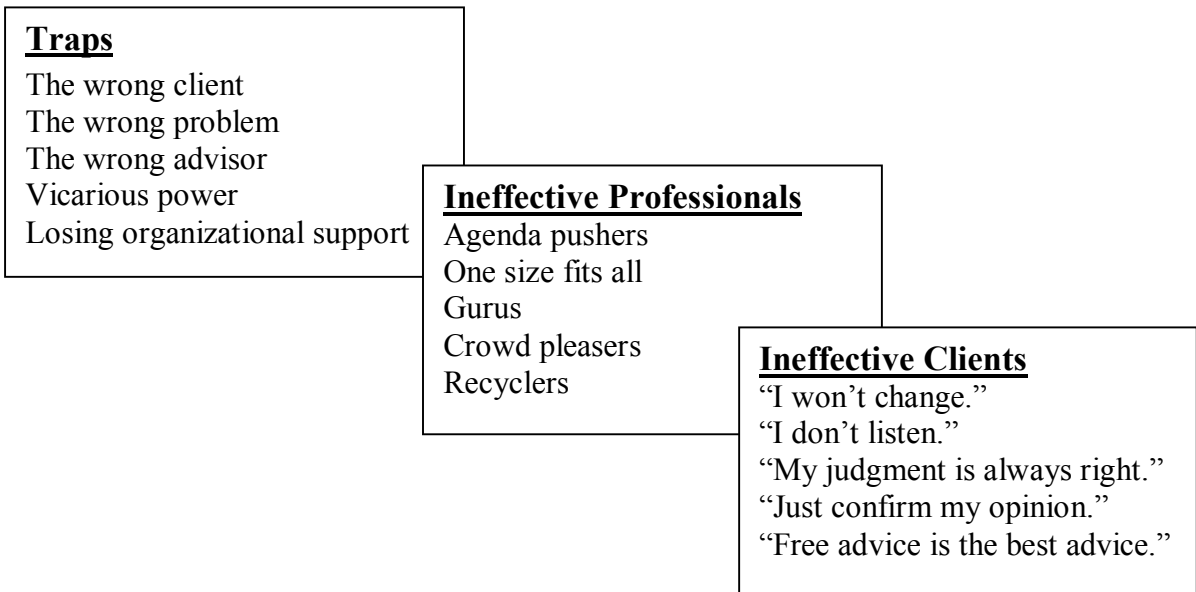
This very readable book's strongest feature for me is the presentation of how **great consultants** dealt with their clients and challenges. People like: Aristotle, Machiavelli, Thomas More, JP Morgan, Gertrude Bell, George Marshall, Peter Drucker, Henry Kissinger, and many others.

From these, the authors develop a helpful framework of seven key qualities, skills and practices, which aren't surprising and **are** important. These would be key practices you'd find in the best firms (ala McKinsey) or consultants (such as Peter Drucker). Listing them isn't going to help; the book needs to be your guide on these.

Chapter Eight: **What Money Cannot Buy: Creating Trust Through Integrity** is so important, I'll highlight some of their findings here ...

- America is slowly becoming a low-trust society, i.e. the people have less trust every year in many, if not most professions, as well as companies, governments, and other organizations.
- So ... how can you build trust?
 - Face time with clients
 - Setting and reviewing expectations
 - Making promises very carefully

- Demonstrating loyalty: putting their agenda ahead of your own
- Nurturing trust on a daily basis
- There are no “minor” commitments
- Knowing what you stand for; taking core values seriously
- Being prepared to have your words and actions show up on TV
- Reducing your client’s risk
- When trust is lost, as it sometimes is ...
 - Clients don’t often tell you
 - Clients don’t care why you let them down
 - Sometimes repairing trust by doing the right thing can enhance your relationship ...
 - Own up
 - No excuses
 - Provide compensation
 - Learn from it
- **Pitfalls, dilemmas, traps and more ...**



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