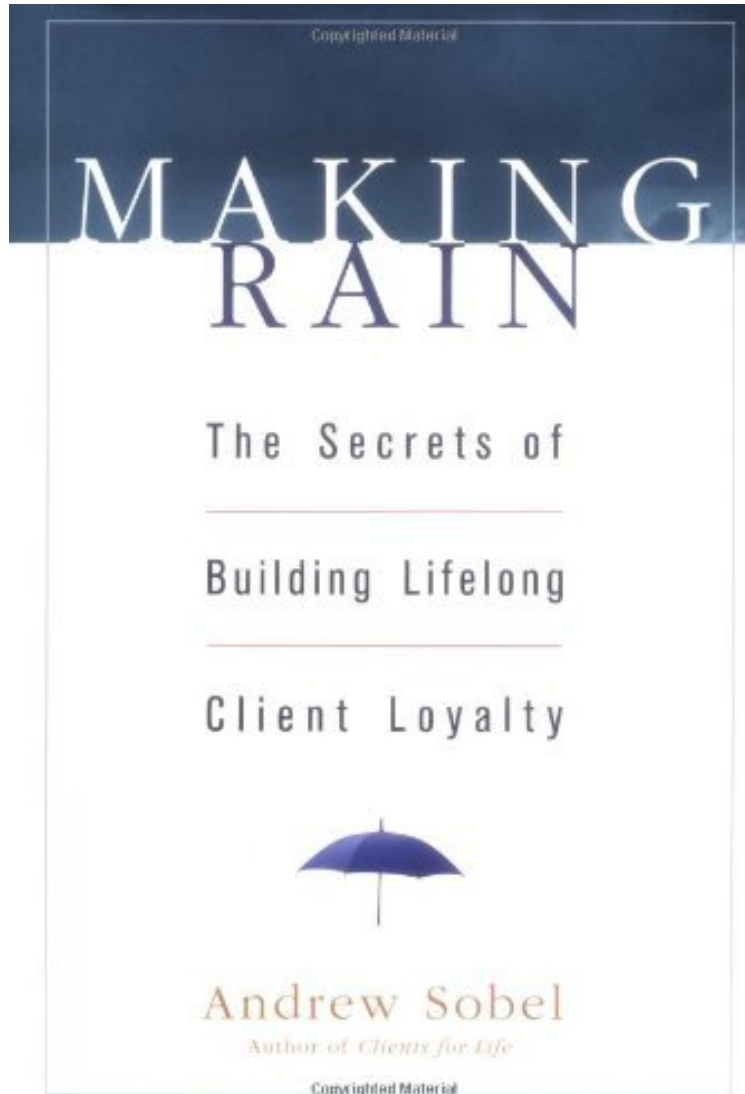


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Making Rain: The Secrets of Building Lifelong Client Loyalty

Andrew Sobel

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Andrew Sobel : Making Rain: The Secrets of Building Lifelong Client Loyalty before purchasing it in order to gauge whether or not it would be worth my time, and all praised Making Rain: The Secrets of Building Lifelong Client Loyalty:

1 of 1 people found the following review helpful. I enjoy reading MrBy DanTI enjoy reading Mr. Sobel's books. This one stands as one of his best. I hope that someday that Making Rain becomes an ebook.2 of 4 people found the following review helpful. Practical and refreshingBy A CustomerThere are very few worthwhile books about building client relationships, and this is definitely one of them. Sobel's main focus is how you de-commoditize yourself in increasingly competitive service markets. What I like is that he doesn't pretend to offer a grand strategy or one-size-

fits-all prescription, but rather a series of thoughtful ideas for distinguishing yourself from the pack. These include thinking holistically about your "relationship capital"; the seven attributes of client advisors; the mindset of "independent wealth"; and some interesting history about great client advisors. The case studies/anecdotes are educational and often funny, and the writing is excellent. The chapters are short and easy to read. 8 of 8 people found the following review helpful. Great Advice for Advisors By A Customer I highly recommend Making Rain to anyone who works with clients. It's a terrific book that's also entertaining and enjoyable to read. I loved Sobel's first effort, Clients for Life, and was pleasantly surprised when I read Making Rain. Many second books on a similar topic end up being rehashes, but Sobel has created a number of intriguing new ideas and taken some of his original material to a new level. Sobel's basic premise is that experts for hire who simply do a good job delivering on the letter of their contracts (what he calls "core value") will never command much loyalty from their clients and customers, who can pick and choose from many suppliers. To build loyalty, you first have to add not just core value but also surprise value and personal value. Second, you have to go beyond "professional credibility" and build personal trust. And finally, you have to go the extra mile—demonstrate that you truly care and are willing to do whatever it takes. Easy to say, not so easy to do. What I like about Making Rain is that it has 28 short, readable chapters, each of which contains strategies and suggestions for actually delivering on these things. The chapters are grouped around the different phases of any client relationship (i.e., first you're an expert for hire; then you win repeat business and become a steady supplier; and finally, if you're especially skilled, you may become an advisor who is really part of the inner circle). There's a chapter on "breaking through" with clients at the start of the relationship; on building trust in a first meeting; on developing relationship capital (an very useful framework about five types of relationships you need in your career); and others on sustaining relationships over time, multiplying relationships, developing "the mindset of independent wealth," etc. The book also contains some nice cartoons about advising. In this difficult economy (or in a good one, for that matter) Sobel's advice is right on target.

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.

From Publishers Weekly Whether business leaders want a steady drizzle or an out-and-out monsoon, they can use Sobel's formula for landing and keeping customers—what he calls "making rain." Based on building relationships, it starts with the key components of knowledge, service and demonstrable value; these are the building blocks that attract clients, says business adviser Sobel (Clients for Life). In this straightforward manual, he gives practical strategies to help leaders of service firms and large corporations alike become indispensable advisers to their clients, thus cementing a long-term connection. The principles behind his tactics are simple: get to know your client, gain respect for your knowledge and win personal respect. Then, drive it home by delivering above and beyond, again and again. These ideas are old as dirt. Sobel reaches across centuries to dig up examples of their success, from Aristotle to Ben Franklin. He buffs up these ageless notions and places them within engaging anecdotes. Although the lessons aren't strokes of genius, they should help professionals through most dry spells. Copyright 2003 Reed Business Information, Inc. From Booklist Sobel, a consultant, offers his approach to developing optimum client relationships with advice on how to break into a client's inner circle by becoming a trusted advisor. We learn that a rainmaker is one who snags big clients and closes big deals with skills to build deep client relationships for the long term by consistently adding value. Using stories, diagrams, and valuable insight, the author provides suggestions for becoming a trusted advisor, an intellectual partner, and hence a rainmaker. The author gives readers his views on how to move from the first relationship phase as an expert for hire to the role of steady supplier who is rewarded with repeat business. The next level, trusted advisor, is achieved through attributes, attitudes, and strategies that add value year after year and culminate in lifelong loyalty and insider status. Sobel concludes with an assessment tool to determine individual or organizational strengths and weaknesses by analyzing their relationships and the role they play with each client. Mary Whaley Copyright copy; American Library Association. All rights reserved Whether business leaders want a steady drizzle or an out-and-out monsoon, they can use Sobel's formula for landing and keeping customers - what he calls "making rain." Based on building relationships, it starts with the key components of knowledge, service and demonstrable value; these are the building blocks that attract clients, says business adviser Sobel (Clients for Life). In this straightforward manual, he gives practical strategies to help leaders of service firms and large corporations alike become indispensable advisers to their clients, thus cementing a long-term connection. The principles behind his tactics are simple: get to know your client, gain respect for your knowledge and win personal respect. Then, drive it home by delivering above and beyond, again and again. These ideas are old as dirt. Sobel reaches across centuries to

dig up examples of their success, from Aristotle to Ben Franklin. He buffs up these ageless notions and places them within engaging anecdotes. Although the lessons aren't strokes of genius, they should help professionals through most dry spells. —Agent, Helen Rees. (Feb. 14) (Publishers Weekly, February 2003) The grand visions of the new economy encouraged many consultants to adopt an impatient and dictatorial manner. With little regard for their clients' cultures or competencies, they often urged companies to adopt ambitious strategies and transform their organizations. But in this follow-up to Sobel's coauthored *Clients for Life*, we get a refreshing reminder that sheer brainpower and eloquence are less important than we might think. Sobel tells his fellow consultants that to win repeat business, they should focus on building relationships with clients and leveraging the resources at hand. He regards relationship building not as a necessary chore but as the foundation for advancing all truly useful advice—only by gaining clients' complete trust, he insists, can consultants hope to have any influence. And he says that rather than driving new ideas, consultants should aim at adding sophistication and depth to clients' existing ideas and capabilities. To keep from dominating the conversation, he points out, consultants need to be secure with themselves about their necessarily limited role. While slavish adherence to this modest prescription could lead to organizational stagnation—and leave consultants vulnerable when companies change leaders—it's a sensible starting point in today's chastened economy. (Harvard Business Review, March 2003)