



# All For One: 10 Strategies for Building Trusted Client Partnerships

*Andrew Sobel*

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Corporate clients are demanding more value from their external advisors, and consolidating their business around a smaller number of firms. These trends are forcing a variety of service providers—from consulting firms to large banks—to confront a series of difficult challenges:

- How do we create an ‘all-for-one, one-for-all’ culture in which the whole is greater than the sum-of-the-parts and we succeed in leveraging our global network to deliver value to clients?"
- How do we mobilize the right people, resources, and ideas—across a multitude of organizational and geographic boundaries—into each and every client relationship?"
- How do we evolve from a trusted advisor to a *trusted partner* and build multi-year, institutional relationships?

*All for One* answers these questions with an innovative and comprehensive model for developing enduring, institutional client relationships—what Andrew Sobel refers to as Level 6 Trusted Client Partnerships. It offers readers ten specific strategies that are thoroughly supported by case studies, best practices from leading firms, and implementation tools. The individual professional is principally responsible for five of these strategies, while the firm—the institution—must support and drive the other five. When you successfully execute against all ten of these building blocks, you develop long-term, professional-client partnerships that provide great value to the client and high levels of personal satisfaction and profitability for the service provider.

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