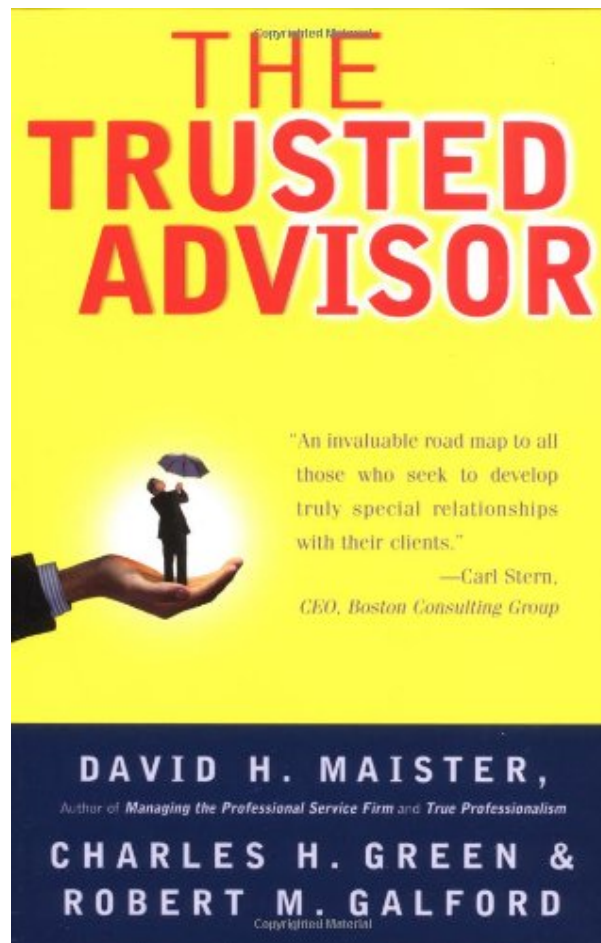


THE TRUSTED ADVISOR BY DAVID H. MAISTER, CHARLES H. GREEN, ROBERT M. GALFORD



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THE TRUSTED ADVISOR



"An invaluable road map to all those who seek to develop truly special relationships with their clients."

—Carl Stern,
CEO, Boston Consulting Group

DAVID H. MAISTER,

Author of Managing the Professional Service Firm and True Professionalism

CHARLES H. GREEN &
ROBERT M. GALFORD

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Bestselling author David Maister teams up with Charles H. Green and Robert M. Galford to bring us the essential tool for all consultants, negotiators, and advisors.

In today's fast-paced networked economy, professionals must work harder than ever to maintain and improve their business skills and knowledge. But technical mastery of one's discipline is not enough, assert world-renowned professional advisors David H. Maister, Charles H. Green, and Robert M. Galford. The key to professional success, they argue, is the ability to earn the trust and confidence of clients. To demonstrate the paramount importance of trust, the authors use anecdotes, experiences, and examples -- successes and mistakes, their own and others' -- to great effect. The result is an immensely readable book that will be welcomed by the inexperienced advisor and the most seasoned expert alike.

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Features

- Great product!

Amazon.com Review

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The Cornerstone of All Relationships

By Robert Morris

According to the authors, "The theme of this book is that the key to professional success is not just technical mastery of one's discipline (which is, of course, essential), but also the quality to work with clients in such a way as to earn their trust and gain their confidence." The authors provide "a new understanding of the importance and potential of trust relationships with clients, and show how trust can be employed to achieve a wide range of rewards. We examine trust as a process, which has beginnings and endings, which can be derailed and encouraged, and which take place across time and experience. We analyze the key components of trust and the process which trust involves in a relationship." To give you at least some idea of what this book addresses, here are the questions answered in Part One ("Perspectives on Trust"):

What would be the benefits if your clients trusted you more?

What do great trusted advisors all seem to do?

What are the dynamics of trusting and being trusted?

How do you ensure that your advice is listened to?

What are the principles of building strong relationships?

What attitudes must you have to be effective?

Do you really have to care for those you advise?

In the final chapter, the authors include "The Quick-Impact List to Gain Trust" and then an Appendix in which they duplicate all of the checklists previously provided. I rate this book so highly for two reasons: First, because the content is rock-solid, anchored in a wealth of real-world experiences which the authors generously share; also because they explain HOW to gain and then sustain the trust of everyone with whom you do business. This book will be especially valuable to small-to-midsize companies whose success or failure is primarily (if not entirely) dependent upon client relationships based on trust. Buyers have lots of choices. It is not enough for them to trust what you sell. Others may well offer the same product or service. They must also trust you, the seller. And here's the key point: It is imperative that customer trust your advice as they consider a purchase from you but, ultimately, your customers must have so much confidence in you that they will also seek your advice on other matters which have nothing to do with what you sell. So-called "customer satisfaction" is achieved on a per-transaction basis. As Jeffrey Gitomer correctly asserts, your objective should be "customer loyalty." The authors of this book explain HOW to achieve it and then HOW to sustain it.

41 of 46 people found the following review helpful.

Valuable and helpful!

By A Customer

This is a book filled with helpful checklists, valuable to anyone in the consulting field. In an eminently readable style, the authors show us not just the requirements to be a trusted advisor but also how to be a better consultant and how to improve our interpersonal skills. We read different phrases (that, I assume at least one of the authors use) that show us how to raise contentious issues in a non-threatening way (eg, "Let me play the devil's advocate and try to convince you .." and "This will feel risky to you but ..") It's the type of book we need to dip into on a regular basis to remind ourselves of those "little things" that make a big difference when dealing with clients. An easy but most valuable read.

40 of 48 people found the following review helpful.

Maister is the Master

By Andrew Silberman

My introduction to David Maister came from the former managing director of Burson-Marteller's Tokyo office, who recommended True Professionalism. That book became one of the "required readings" for my training company's staff. Since True Professionalism, I've read Managing the Professional Service Firm and found it heavy, over-detail-oriented and difficult to apply. Now comes The Trusted Advisor (with other authors) and I can say without a doubt this best book on trust development I've read--putting real meat in those abstract concepts like "credibility." His chapter where he introduces the equation where Trust = Credibility + Reliability + Intimacy, all divided by Self-orientation, would be worth the price of the book.

No, there probably is nothing new under the sun, but Maister in this book (and in Practice What You Preach, another gem) provides the keys to create better results for clients, and shows us how to turn those keys to start the engine. If there were 10 stars to give, I'd rate this a 10.

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