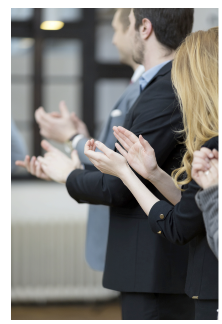
Value Drivers
Assess / Act / Accelerate

Being A Trusted Advisor:
Learning From The Wisdom Of Your Clients and Keeping Them For Life

In this perception-challenging and interactive presentation, attendees will discover:

- How seeking client feedback reveals assumptions, perceptions, misalignment, and other areas that need your attention
- How our hidden biases lead to leaving money on the table for our competitors
- A simple tool that makes it very difficult for clients to leave a firm
- The six questions you must be asking prospects and clients if you want to understand their unmet and emerging needs

Implementing the ideas that will be shared at the presentation will allow participants to:



- Challenge the status quo and the complacency of their partners and staff
- Identify with certainty and specificity sources of referrals
- Learn what services their clients need that they already offer
- Improve client retention
- Tap into the significant opportunities that are in their current client bases
- Be regarded as trusted advisors
- Go farther and grow faster

Lee Eisenstaedt, Founder and CEO of Value Drivers, LLC will lead the presentation. His firm helps Managing Partners and Practice Leaders who are anxious about the pressure they are feeling to make an impact on their businesses. That *impact* is usually accelerating growth, increasing profitability, and/or improving client retention. The *pressure* tends to be the short amount of time they have to show results. And, that anxiety is felt most by newly appointed leaders.

Lee has served as the Chief Operating Officer of a Top 5 and Top 50 CPA firm, and has surveyed or interviewed more than 8,000 clients of professional services firms. Lee is a former finance and operations executive for Fortune 500 companies in both the U.S. and Europe including Baxter International and the SC Johnson family of companies. He has an MBA from Northwestern University and BA from Franklin & Marshall College. Lee is the co-author of *Wallet Share: Grow Your Practice Without Adding Clients* and the author of the forthcoming book *Being A Leader With Courage: How To Succeed in Your C-level Position.*

Contact Lee at: Lee@ValueDriversLLC.com or (312) 827-2643.