

18 Top Tips to Become a Trusted Advisor



Why read this article?

The Trusted Advisor is a book that has helped thousands of people to establish credible commercial relationships with top clients. The book has been passed around the hallways of businesses like PriceWaterhouseCoopers as it contains the type of practical advice designed to establish and maintain credibility and trust in working relationships.

On the following page are 18 tips designed to help - especially if you are:

- a) **A client-facing person looking to lift your status.** *The Trusted Advisor* will help you to have conversations with higher-status clients "at their level", leading to more profitable relationships.
- b) **In the consulting industry.** This includes finance, management consulting, training and legal looking to drive new business sales in a credible manner.

Natural Training has developed a reputation for helping our customers from consulting industries to build strong relationships based on trust – give us a call if you would like to help your team do the same. I hope you like the article and I look forward to receiving some feedback to matt.drought@naturaltraining.com

Kind Regards,



Matt Drought
Chairman



18 Top Tips to Become a Trusted Advisor

Adapted from The Trusted Advisor by David Maister

1. Listen to everything! Force yourself to really listen and paraphrase. Clients should be saying something like "Yes, that's exactly what I mean"!
2. Empathise. Truly do it. Whenever you find yourself saying "This guy's an idiot" ask yourself "Why does he believe this? Where's he coming from? I'm intrigued
3. Note feelings. An emotional skill that requires an observation and something from the heart. It works. Build a shared agenda. Show that it's "we-not-me". Create buy in, help clients feel valued.
4. Take a view! Even if "wrong", it stimulates reactions, and crystallises issues. It is useful for our clients to have someone with the guts to take a view. The world is full of people too scared to do this.
5. Take a personal risk! Fortune favours those who do it. 8/10 times, if you listen to your stomach, it works.
6. Ask about a related area. Notice something outside of your realm of expertise. Gives you depth. Be curious.
7. Ask great questions – particularly those open ones. This allows the client to set frames of reference – in other words provoking and setting items of discussion.
8. Give away ideas! Don't sit on them – it's the equivalent of having a big cupboard of presents at home that you never give to anyone. Take 3-5 new ideas into every conversation, even if just fragments of ideas.
9. Return calls unbelievably fast. Including emails – the warmth of voice is a better reply. So much trouble in business can be averted with this tip, and you quickly develop a reputation as a "go-to" person for your clients.
10. "Assigning blame will trap me; taking responsibility will empower me."
11. The answer is better posed as a question.
12. Knowing the truth is better than not knowing it.
13. I am not the centre of the universe.
14. The problem is rarely what the client said it was at first. Just because the client asks a question doesn't mean it's the right question to answer.
15. Who am I serving with my current approach?
16. I don't have to prove myself every ten seconds.
17. Have I yet earned the right to give an answer?
18. More value is added through problem definition than problem answer.

The Natural Training Company Ltd

Natural Training started trading in 2005 with a simple proposition: fresh, relevant, practical training that works with your natural personality rather than training which crunches against it. This means participants can relax in the knowledge that their personal style is right for them. We simply add some tools and concepts that help rather than constrict natural style.

Based in London and servicing the UK and Europe, Natural Training focuses on delivering group workshops and personal coaching to start-up business right through to big name brands representing most industry sectors.

Formed by Matt Drought formerly of TMP Worldwide and Feena Coleman formerly of Goldman Sachs, Natural Training now has over 1600 clients across all industries enjoying our practical, results-driven training.

Natural Training has 20 staff: six full time staff maintaining our superb customer experience, and fourteen trainers all receiving excellent feedback. The Natural Habitat is in a beautiful converted pump house in Aldgate East, London