



Becoming the “Trusted Advisor”

**Aria Resort & Casino
Las Vegas, NV**

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A thick, dark blue horizontal bar is located at the bottom of the slide, extending from the right side towards the center.



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Bernie Madoff

No, he's not here.

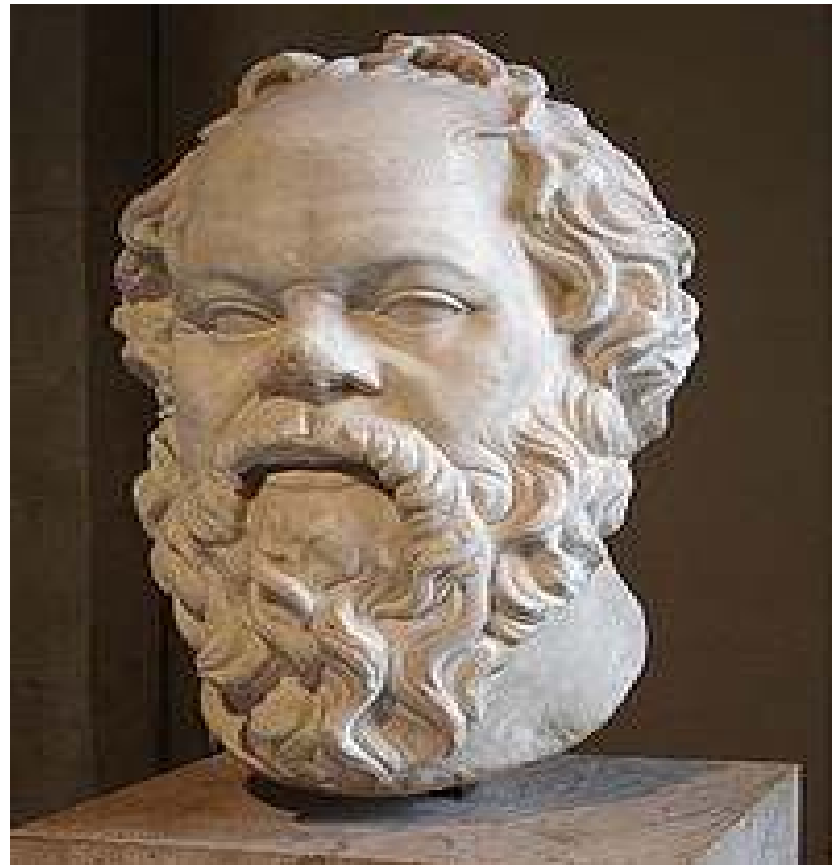
(But maybe he'll join us in
2159 when he's free!)

Let's talk about **Bernie!**

How in the **heck** did he do it?

Who is this guy? And why should you care?

469 B.C.
399 B.C.



Imagination & Creativity

...often beat Knowledge & Skills

Think Outside Norms

Trust, defined

POSITION OF OBLIGATION: the position of somebody who is expected by others to behave responsibly or honorably

RELIANCE: confidence in and reliance on good qualities, especially fairness, truth, honor, or ability; firm reliance on the integrity, ability, or character of a person or thing

CARE: responsibility for taking good care of somebody or something

Why does a 'client' TRUST and become engaged with you?

When they feel/think you are ...

- Knowledgeable
- Client Centric - understanding the client and what they need
- Aware of the big picture - their picture
- Providing timely and valuable information
- A Sincere and Good Communicator

More on why 'clients' become engaged:

- Execution of due diligence
- Patient posture, yet proactive and timely
- Provide advice that is:
 - Appropriate
 - Valuable to client
 - Customized to the 'deal'
 - Concise and to the point

And, you are **Reliable & Trustworthy**

Create Personal 'T' Accounts during this Conference

What do I do well?

What needs work?

Introspection-Retrospection

Think about the successes you have had:

- What were 'key' points that led to success?
- What did you know 'going in?'
- What was your plan & process?
- Were there defining moments?
- Who was your ally?
- ??

Importance of Planning

- How you become a trusted advisor is through **successful planning**
- Often the prep work or 'homework' you do is more important than the work itself
- Information is **KING**
- Take a **forensic** approach to information
- Do the same after a deal - as an evaluation tool for the next one

Successful Planning: What do you know?

- ...About this client (in detail)?
- ...About what they need or expect to accomplish?
- ...About the economic landscape they face?
- ...About the measurable value of the possible deal?
- ...About how to help them deal with their resistance?
- ...And fully understand about the value and risk?
- ...To anticipate reaction?
- ...Of alternative approaches / answers?

Consider...

- A Key is Listening!
- Focus on the client / their needs / their expectations
- Become the Quarterback - Take Charge!
- Help the client 'work through' their fears, concerns and resistance
- Discuss and help the client fully understand value, opportunity **AND** risk
- It's not just about fees – Create a **Win-Win!**

5 Keys to \$uccess

- **Establish Goals**
- **Identify Necessary Activities**
- **Set Priorities - one at a time**
- **Execute the Activity**
- **Monitor, Measure and Evaluate**

FOUR Take-Away Points

BEHAVIOR

ACTIONS

HABITS

RESULTS

Behavior

That which is exhibited by you;
what people see and experience
when with you.

How people see you act;
and maybe too often, judge as it becomes
their impression of you.

Actions

Steps you take; that which you do or perform to an end; *generally* they are thought about, planned, scheduled and executed.

Some are, or become, automatic
(see [Habits](#))

Habits

Actions performed *repeatedly* until they are ingrained / become part of you –

Positive or Negative

AUTO PILOT

Results

The **END** Product!

It's what you get from
your **Actions/Habits**



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