

## **The Trusted Advisor —7 Ways to Be the Best Business Advisor You Can Be**

Being a first rank business advisor requires you to become a **trusted advisor** to your clients. An advisor who understands all aspects of the business, focuses on the most important decisions, and leaves the client with clear actionable steps after every meeting.

Earning the status of being a "trusted advisor" with client companies is something a business advisor can hope for, but also something which is needed to make real impact.

The trusted advisor attracts the right client, have those clients share their true problems, and influence clients more. The discussion in this presentation explores the professionalism that can be applied to be become a trusted advisor, including the following:

1. Taking a 360° view on the business
2. Focusing on key decisions
3. Giving each client a custom experience
4. Create a process with high productivity
5. Conclude with next action steps
6. Tracking client progress
7. Building a process with consistency and quality

### **Participants will take away:**

- Inspiration for improving their current practice
- Ideas for new approaches to use in counseling sessions
- Techniques for creating higher client satisfaction

### **Speaker profile**

David Madié is a life-long serial entrepreneur and the founder and CEO of GrowthWheel International. David have trained and certified more than 2,100 business advisors and entrepreneurship educators in 40 US states and 39 countries in how best help entrepreneurs start and build their companies.

<http://www.growthwheel.com>