AESC
The Association of Executive Search and Leadership Consultants

Certificate in Client Relationship Development

TAKE YOUR CAREER TO THE NEXT LEVEL.

Since 1959, AESC has set the standard for quality and ethics in executive search and leadership consulting across the globe. We strongly believe in investing in the future of the profession and our educational programs are designed to elevate professional standards.

AESC offers both online and in-person programs for those looking to advance their skills—at any stage in their career—in executive search, executive research, leadership consulting and client relationship management. Ensure you deliver long-term value for clients and your own organization. AESC educational programs are available for AESC members, nonmembers, and corporate recruitment teams.

Questions about customized solutions or want to learn which program best suits the professional development needs for you or your team? Email education@aesc.org.

Dedicated to Strengthening Leadership Worldwide

Certificate in Client Relationship Development

BUILD YOUR CLIENTS FOR LIFE

Client relationships are more important than ever - but they're also harder than ever to build and sustain.
Client sophistication, increased competition, and the use of procurement mean there is a greater need than ever to improve client acquisition and client development skills. Trusted client relationships are one of the few remaining competitive advantages that cannot be rapidly imitated. For executive search and leadership consultants, there is a pressing need to differentiate themselves and demonstrate more value to their clients.

A PROVEN SOLUTION

Building Your Clients for Life is a powerful, mobile learning program developed by Andrew Sobel, the leading authority on the strategies and skills required to build lifetime client loyalty. Andrew's books are considered the definitive guides to client development and include the international bestsellers *Clients for Life* and *Power Questions*. An AESC collaborator for over ten years, Andrew has consulted to many of the world's leading executive search firms.

> ***The most comprehensive eLearning program in the world to help you become a trusted client advisor and build clients for life.***

You will discover how to:

- Differentiate yourself in commoditizing markets
- Develop more sole-source business
- Learn more about your client's needs than any of your competitors
- Acquire more new clients by selling as a trusted advisor rather than as a commodity expert-for-hire
- Build relationships with senior executive sponsors
- Deepen and grow your most important client relationships
- Develop your thought leadership and create marketing "pull" to draw more leads out of your network
- Stay in touch and add value—even when there's no business

ELIGIBILITY

This program is ideal for:

- Those who have recently joined our profession from industry and want to hit the ground running in terms of becoming a trusted client advisor
- Individuals who need to sharpen their skills and build client relationships that last
- Those who are beginning to develop client relationships and build on proven skills that will create a strong foundation for long lasting client relationships

To apply, please register online here.

LEARN ON-THE-GO, ANYWHERE

This elearning program can be done at your own pace in your home, office, or on-the-go.

Online Modules

- 82 audio lessons — 8 1/2 hours total
- Five to nine minutes each
- Downloadable to a PC and then to smartphones/tablets

Watch Summary Videos

- 37 high-definition, 5-minute videos
- Each video provides a quick but thorough overview of the topics that are covered indepth in the audio program

Apply the Strategies

The 177-page workbook summarizes every Session and contains 28 application worksheets

Expert Forum: Q&A Forum with Andrew

Each participant is eligible to participate in a live coaching teleconference with program author Andrew Sobel

Trusted Advisor Skills Exam

- Online assessment used for certificate
- Over 100 multiple-choice questions covering 23 topics
- Five Client case studies
- Structured for “Testing as Learning” – wrong answers are flagged and text explains the correct answers

82
Downloadable Audio Lessons

177
Page Workbook

HD
Video Gallery

Trusted Advisor Assessment Exam

DEVELOP / MAXIMIZE RELATIONSHIP WITH NEW & EXISTING CLIENTS

You’ll learn the skills that will help you acquire more new clients and grow your existing relationships in short, to build your clients for life. The program utilizes four powerful methods to maximize learning. It employs a unique delivery process that harnesses internal champions and peer accountability groups.

The course offers a total of 18 hours of learning for each participant. It is built around 82 short, digestible audio lessons and 37 HD videos that provide leading-edge strategies and tactics for excelling in **seven areas**:

Becoming a Trusted Advisor

Deepening Your Trust Advisor Skills

Building a Powerful Network

Creating Buyers-Mastering the Sales Process

Growing Your Client Relationships

Multiplying and Expanding Your Relationships

Solving Tough Relationship-Building Dilemmas

To apply, please register online here.

FREQUENTLY ASKED QUESTIONS

HOW LONG DOES IT TAKE TO GET CERTIFIED?

Most complete the certification in as little as three weeks, but depends on the time you are able to put to it. The course offers a total of 18 hours of learning for each participant.

WHAT TYPE OF CREDENTIAL WILL I RECEIVE?

You must complete the program requirements in order to earn a certificate from AESC. The AESC will visibly promote the value of the certificate to its members and the client community.

WHO CAN I CONTACT WITH MORE QUESTIONS?

Email education@aesc.org or phone our office at **+1 212 398 9556**.

HOW MUCH DOES THE PROGRAM COST?

$649 USD for AESC Members
$795 USD for Non-Members

WHAT OTHERS ARE SAYING ABOUT THE PROGRAM

We participated as part of a company-wide training program for all of our client partners and consultants as a key learning and development initiative.

Andrew demystifies client acquisition and relationships for professional services firms, quite brilliantly. It will put a new consultant on the right track at the outset. This course should be required for every consultant to do once.

Our experience was very positive. The program applies a common-sense approach, structured in a 2x2 matrix. We liked the flow of the topics, and the useful frameworks that are suggested.

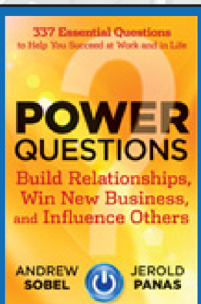
Those consultants who have been trained in this program will have developed better listening skills and will be more empathetic. They will also be perceived as delivering a benefit with each interaction and hence stand out in the eyes of the client.

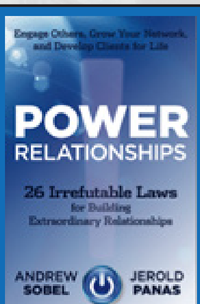
- Dinesh Mirchandani, Managing Director, Boyden - Mumbai
and AESC Board of Directors, Secretary Treasurer

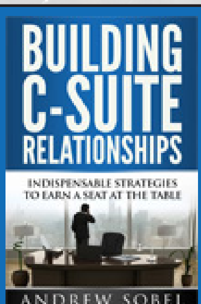
PROGRAM FACILITATOR

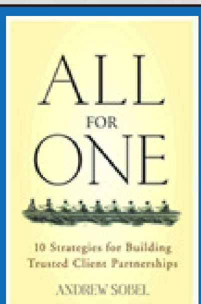
Andrew Sobel is the leading authority on the strategies and skills required to build clients for life and develop trusted business relationships. He has written eight acclaimed, bestselling books including Power Relationships, Power Questions, Building C-Suite Relationships, All for One, Making Rain, and Clients for Life.

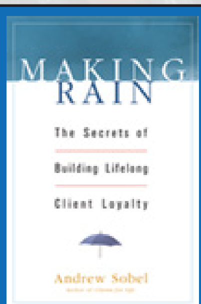
Andrew has worked for 31 years as both a strategy advisor to senior management and an executive educator and coach. Many of the world's leading companies number among Andrew's clients. These include established public companies such as Citigroup, WPP, Xerox, Experian, Hess, Bank of America Merrill Lynch, Towers Watson, Cognizant, UBS, and Lloyds Banking Group; and also many privately held professional service firms, including Booz Allen Hamilton, Bain & Company, Booz & Company, Spencer Stuart, The Ken Blanchard Companies, Duke Corporate Education, Fulbright & Jaworski, Ernst & Young, Deloitte, and many others.

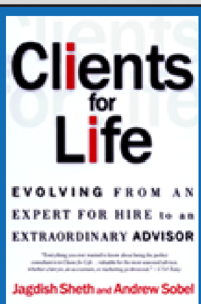












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