



Bruce La Fetra

The Client Whisperer

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Invite Bruce to your executive meeting, firm retreat, or association. Attendees will learn how to *Think Like Your Best Clients*®.

Scaling your firm should be earning more not working harder



[LinkedIn.com/in/blafetra](https://www.linkedin.com/in/blafetra)



[TheClientWhisperer.com/youtube](https://www.TheClientWhisperer.com/youtube)



Speaking

Grow Your Firm by Thinking Like Your Best Clients

Your Best Clients generate more profit and fewer headaches. Yet, most professionals spend the bulk of their time and energy chasing clients who expand their workload more than their profits.

The 3 Pillars of Think Like Your Best Clients: Clarify, Prioritize, and Expedite will have more people, generating better clients, and doing it faster. All 3 Pillars are backed by science and common sense, creating a virtuous cycle of expanding improvement.

Attendees will learn to:

- Identify and prioritize Strategic clients
- Connect with clients so they say, "You get me"
- Expedite the buying process by making it easy for clients to say Yes
- 3 questions they can ask that will immediately improve their business

About Bruce

Bruce is a growth catalyst working with lawyers, consultants, coaches, and other professionals who want the personal and financial rewards of working with better clients while spending less time selling. Clients call Bruce *The Client Whisperer* because he reverse-engineers their Best Client relationships. The result is rocket fuel for your business, clarifying for everyone—you, clients, and your network—the full value of your firm.



"I had more emails from attendees complimenting me on the meeting, and Bruce on the exercise than any exercise I've done."
- Andrew Godfried

"Bruce is a natural facilitator around this topic."
- Karen McCloskey

"Bruce helped our group understand the importance of discussing the impact of our work."
- Amy Mariani

Speaking

Workshops

Consulting

Coaching