

Sydney Wednesday Dec 3 – The American Club, Lvl 15 131 Macquarie Street, Sydney, 2000
Melbourne Friday Dec 5 – The Naval & Military Club, 27 Little Collins Street, Melbourne, 3000

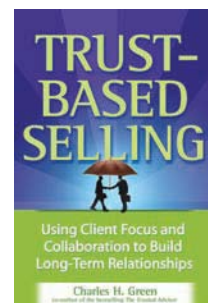
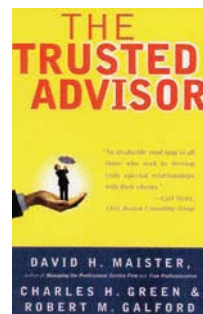
The path to highest profitability
lies in truly caring about your
customers and clients.

Charles H. Green

**“Building trust to create
competitive advantage in
tough economic times.”**

Truly superb speaker and advisor on building trust, confidence and strong relationships with clients. Author/coauthor of two books: *The Trusted Advisor* — invaluable resource for lawyers, consultants and other client-facing professionals. *Trust-Based Selling* — improving long-term sales performance through trust.

**Author *The Trusted Advisor*
and *Trust-Based Selling***



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Charles H. Green

Author, *The Trusted Advisor* and *Trust-Based Selling*

The single greatest factor driving effective client relationships is the level of **trust** in the relationship. Charles H. Green is a truly superb speaker and advisor on [building trust, confidence and superior relationships](#) with your clients.

Charlie is the author of two books on trust-based client relationships.

The Trusted Advisor (David Maister and Rob Galford, coauthors) is *the* management resource for lawyers, consultants, and other [client-facing professionals](#).

His second book, *Trust-Based Selling*, based partly on an intensive series of engagements with Intel Corporation, explains how his signature approach improves [long-term sales performance](#).

Charlie has also worked with many of the world's largest financial institutions and technology companies—any organisation offering [complex services to other professionals](#).

Charlie's presentations are rich with real examples, current business event analysis, and practical tools for building trust. A [fine speaker and pragmatic educator](#), he has a comfortable, authentic delivery style.

Charlie has taught in executive education programs for several business schools. He was with the MAC Group and its successor, Gemini Consulting, for 20 years, where his roles included strategy consulting (in Europe and the United States), Vice President of Planning, and other leadership positions. He is the founder of Trusted Advisor Associates.

In a massively connected world, corporate strategy is less relevant than customer strategy.

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Trust

□ *Achieve the path to highest profitability through trust.* □

Trust-based relationships are the most powerful in business. [The path to highest profitability](#) lies in truly caring about your customers and clients, as opposed to treating them as just sources of profit. Charles Green is a master at helping business people apply this approach to all their business relationships.

His book *The Trusted Advisor* blends thought and practice, clear ideas and practical suggestions to help client-facing professionals improve their professional relationships. Charlie's most recent book applies the principles of trust to the unique problems of the sales professional. Trust, he argues, is the single biggest motivator of buyer behavior: buyers will buy from sellers who put the buyer's interests ahead of their own. The object, therefore, is to *build the relationship*, not get the sale.

In addition to these books, Charles has written a number of articles in *Harvard Business Review* and other business journals.

• Credentials

- □ Author, *Trust-Based Selling* and *The Trusted Advisor*
- □ B.A., Philosophy, Columbia College
- □ M.B.A., Harvard Business School
- □ Published articles in *Harvard Business Review*, *Directorship Magazine*, *American Lawyer*, *Commercial Lending Review*; contributing editor at *RainToday.com*.

Trusted Advisor Breakfast Forum Registration Form



I would like to attend the Building Trust for Competitive Advantage forum in:

- Sydney Wednesday Dec 3, 7.15am to 9am – The American Club, Lvl 15 131 Macquarie St, Sydney, 2000
- Melbourne Friday Dec 5, 7.15am to 9am – The Naval & Military Club, 27 Little Collins Street, Melbourne, 3000

Participant details (One person per form)

Name: _____

Job Title: _____

Business Phone: (____) _____

Company: _____

Email Address*: _____

The following information will help our speaker, Charles Green, gain an understanding of your role.

Your Industry _____

Products / Services _____

Type of Clients _____

Typical sales value: \$ _____

No. of people in your sales force: 0-10 11-25 26-49 50-99 100+

PAYMENT DETAILS

ABN 18 098 984 331

Upon payment, this form becomes a Tax Invoice for GST purposes.

Investment: **Trusted Advisor Forum – \$95 per person (Inclusive of GST)**

Payments can be made by credit card or direct deposit. All payments must be received 7 days prior to the breakfast forum date.

Direct Deposit Account Name: Indigo Media Grp Pty Ltd BSB: 033083 Acc No: 178226

(Please email info@luminaconsulting.com.au for remittance notifications)

Credit Card *Use of an American Express card incurs a 4% surcharge

____ / ____ / ____ / ____ / ____ / ____ / ____ / ____ / ____ / ____ / ____ / ____ / ____ / ____ / ____ / ____

Card Type: Visa MasterCard AMEX*

Expiry Date: ____ / ____ Authorised Amount: \$ _____

Name on Card: _____

Signature: _____

Be sure to include your email address as you will receive further details about the event.

Please fax this form to +61 3 9598 7610.