



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 about earning more, not working harder.



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



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



Speaking

Scale Up Your Business by Thinking Like Your Best Clients

Your Best Clients generate more profit and fewer headaches. Yet, most professionals spend more time and energy chasing non-Best Clients. That's an inefficient way to scale your firm.

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, so results quickly become a virtuous cycle of expanding improvement.

Attendees will learn:

- The importance of a clear message and how to speak with clarity
- How to identify and prioritize Strategic clients
- How to 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 works with lawyers, CPAs, consultants, coaches, and engineering professionals who want to earn more, work with better clients, and spend less time selling. Clients call Bruce *The Client Whisperer* because he takes professionals beyond thinking about their clients to thinking like their Best Clients. Bruce isn't a branding or sales consultant; he makes both better by 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