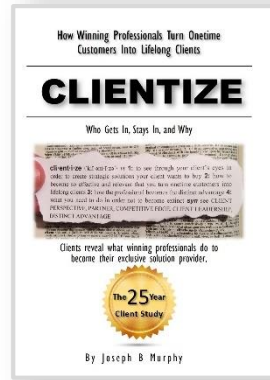


# Joseph B Murphy

**cli-ent-i-ze** \ˈkli-ənt-ī-zə\ *w* **1:** to see through your client's eyes in order to create strategic solutions your client wants to buy **2:** how to become so effective and relevant that you turn onetime customers into lifelong clients **3:** how the professional becomes the distinct advantage **4:** what you need to do in order not to become extinct **syn** see CLIENT PERSPECTIVE, PARTNER, COMPETITIVE EDGE, CLIENT LEADERSHIP, DISTINCT ADVANTAGE

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“Riveting insight and a must read for any leader looking toward the future.”  
*James Holt, General Manager, Microsoft Corporation.*

“Clientize: Who Gets In, Stays In and Why is a landmark book . . .”  
*Patrick J. McKenna, seasoned management consultant, co-author of First Among Equals and acknowledged contributor to The Trusted Advisor.*

SPEAKER, AUTHOR, PRACTITIONER



## SPEAKER & PRESENTER

Joe has presented and spoken to hundreds of audiences around the world and has coached some of the most successful business leaders in both large and small companies.

He speaks on a wide range of topics including:

- *Clientize: What Exceptional Professionals Do and You Can Too,*
- *Seven Strategies To Win Lifelong Clients,*
- *10 Factors That Make You Distinct (And Not Extinct),*
- *High Performing Teams*
- *Leadership at All Levels*
- *Change Your Mind for Positive Results*

## AUTHOR & RESEARCHER

Joe Murphy is the author of the book *Clientize-Who Gets In, Stays In, and Why*. This book is based on his twenty-five years of surveying and interviewing how decision-makers choose one firm to be their exclusive and preferred partners.

His research reveals why senior executives select strategic solutions from only a small number of providers and how the professional plays a pivotal role in the client's decision-making process.

Clientize explains what exceptional professionals do differently than average and good professionals to create lifelong, profitable, value-based relationships.

## WHAT EXECUTIVES ARE SAYING

"If you know Joe Murphy, you know he lives and breathes this stuff."

—**Tim Brown**, Senior Vice President, Global Sourcing Office, Equifax Inc.

"7 Strategies to Win Lifelong Clients should serve as a 'gut-check' for conscientious professionals everywhere; reminding us of our vulnerabilities and forcing us to validate our strengths."—**Patrick J. McKenna**, seasoned management consultant, co-author of *First Among Equals* and contributor to *The Trusted Advisor*.

"His drive, determination, and relentless pursuit of success make him into what he is today—an experienced, talented and dynamic business consultant."

—**Franklin J. Smith, Jr.**, Managing Shareholder, Richardson, Plowden & Robinson, P.A.

"Murphy drives himself and his teams to look beyond today, differentiate yourself, and achieve win-win results." —**John Starmack**, COO, TM Floyd & Company

