

down when I discover them. Let me show you what I have so far.”

Karen laid a computer tablet on the table and pulled up a presentation that read *The seven mutual benefits of exploring value with your clients*.

“This is from a presentation I developed for a webinar I gave last year,” Karen said. “I’ll run through it if you’ve got a bit more time this afternoon.”

“I don’t care about time anymore,” Steve said.

Karen laughed. “You’ll see that I call them mutual benefits. That’s because you benefit from exploring value just as much as the client does.” Karen then began to walk Steve through each of the benefits, thumbing through her presentation slides as she did so.

The seven mutual benefits of exploring value with your clients

1. Creates trust

“When I start off by asking my clients probing questions, they see that I’m interested in understanding their unique problems and crafting solutions based on what I learn. That inspires trust