

Workshop: business development

Module: # 19 – Developing business by ...getting more business from clients

Coaching

When marketing their personal services, lawyers must be visible to four groups of people. These people are referral sources, suspects, prospects and clients.

CONSIDER CLIENTS

Clients are people you are doing business with now or have in the last year. They can give you more business or make referrals.

Current clients are typically your best source of new business. They already know you, hopefully they trust you and admire your work.

There are a number of tactics you can use to increase the volume of business with your clients. (Watch how your suppliers of personal services, for example, your investment advisors, treat you. See if they do the following.)

STAY IN TOUCH

Don't ignore your clients. Find some way of putting your name in front of them regularly.

TREAT THEM AS FRIENDS

Help them feel comfortable and important to you. This builds trust.

ASK THEIR OPINION

This builds trust. Ask them questions.

SEND THEM INFORMATION THAT THEY WOULD FIND INTERESTING

Make them feel valued.

HELP THEM PROSPER

Send them new business, referrals or clients.

Buy from them.

Mentoring

Who are your best clients now?

Why are they good clients?

What more can you do to cultivate your existing clients toward increasing your business with them? Essentially this is all relationship and trust building.

Work through the chart below to identify ways your can connect with your clients.

About the OCC

The Online Coaching Centre (OCC) is LAWPRO's innovative online education tool. It lets you quickly and easily enhance a variety of "soft skills" that not only help you survive and thrive, but also help reduce malpractice claims.

The OCC is entirely web-based, allowing lawyers across Ontario to use it at a time and place convenient to them. It is organized into six workshops, each of which contains approximately 25 learning modules, such as the one profiled on this page. Modules encourage self-teaching and self-evaluation; answers you provide when working in the modules should be saved for review at a later time.

To access the OCC, go to www.practicepro.ca/occ.

Relationship building possibility	Your new activities	Do date
Treat them as friends. Make them feel comfortable and important to you. Stay in touch. This builds trust.	What can you do?	
Ask their opinion. This builds trust. Ask them questions.	Who can you ask? What would you ask?	
Send them information that they would find interesting. Make them feel valued.	What could you send? To whom?	
Help them prosper. Send them referrals or clients. Buy from them.	What could you do?	