



## February 2008 Client Development Tip of the Month

# Death to the Elevator Speech

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### Things To Do

- Reframe your thinking – the goal is to initiate a new relationship by engaging in a memorable conversation, not give a speech about how great you are
  - Sample format: Introduce yourself, name your firm, identify the type of people you help, and describe the benefits you provide to clients (if it's intriguing that helps)
    - “Hi, I’m Fred Smith, I work with the law firm of ABC, and I help wealthy families keep as much of their money away from the government as possible”
  - If they respond with something like “Oh really, tell me more”, have at it
  - No matter how they respond, quickly engage them in conversation by asking questions
  - If your questions identify areas where you can help (legal or not), get permission to follow up with them to offer assistance
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### Previous 2008 Client Development Tips of the Month

**2008**

**January** – [Break Unproductive Patterns](#)