



May 2008 Client Development Tip of the Month

Business Development Measures

Things To Do

- Articulate your goals and choose one or two appropriate “progress” measures
 - Sample progress measures might include:
 - Contacts made with high priority targets
 - In-person meetings
 - Meals with clients/prospects/referral sources
 - On-site visits
 - On-site presentations
 - Size of key networks
 - Referrals given and received
 - New relationships built on both sides
 - Communication tools – type and frequency
 - Client feedback received
 - Time invested in business development
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Previous 2008 Client Development Tips of the Month

January – Break Unproductive Patterns

February – Death to the Elevator Speech

March – The Large Firm Syndrome

April – Teaming