



October 2008 Client Development Tip of the Month
Enhancing Key Relationships

Questions You Must Ask Yourself

- How many targeted people do I know?
 - In how many different categories (e.g. referral sources, GC's, existing clients, potential clients, former clients, opposing counsel, lawyers in my firm who can refer work to me, etc.)?
 - How many times do I contact them?
 - In how many different ways?
 - How can I improve the quality of my key relationships?
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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

May – Business development measures

June – Provide exceptional internal service

September – Fourth quarter push