



December 2008 Client Development Tip of the Month

Find the Silver Linings

Things To Do

- Think carefully about the opportunities that exist in this market
 - If you have none, learn about opportunities from other practice areas in your firm
 - Develop 3 – 4 Silver Lining questions ("I'm wondering what your company is doing to take advantage of ... ")
 - Make a list of your best clients and contacts and engage them in conversation about these opportunities
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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

October – Enhancing Key Relationships

November – Tactics for Competing in Turbulent Times