



September 2010 Client Development Tip of the Month

Grow the Quality and Quantity of Your Network

Things To Do

- Identify your favorite areas of practice
 - Identify the companies and people who refer work or hire counsel in those areas
 - Get specific contact information (name, position, phone, email) for key decision-makers
 - Develop a context for reaching out to build or deepen relationships by demonstrating value and expertise:
 - Start with people you know
 - Get introductions to people they know
 - Contexts could include research you can share, documents you can review, presentations you can give, roundtables or programs you can invite them to, groups you want to form, visit on site, etc.
 - Develop a long-term plan for making ongoing contact. Studies suggest 80% of buying occurs between the 5th and 12th contact.
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Previous 2010 Client Development Tips

January – Recover. Refocus. Reunite

February - Stay visible

May - Maximize the client experience