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LEADERSHIP · BUSINESS DEVELOPMENT · RETREATS

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Client Development Tip October 2011:

Solicit Client Feedback

Things To Do

- ☐ Schedule feedback calls, or better yet, meetings, with your best clients

- ☐ Create a summary of the work you have done for them, and conduct research on them to learn any newsworthy information worth discussing

- ☐ Prepare open-ended, probing questions (collect effective questions from other lawyers and your marketing department)
  - Solicit feedback on your firm's performance
  - Learn about their legal needs for the coming year

- ☐ Act on any suggested changes quickly and visibly

Measures

- ☐ How many feedback appointments can you schedule between now and the end of the year?
  - Give yourself one point for conducting the meeting
  - Extra credit:
    - One extra point if the meeting is in person
    - One extra point if the in-person meeting is conducted in their offices
    - One extra point if you meet new decision-makers who could provide new work
    - Two extra points if you uncover new opportunities

Client Feedback Scorecard

Client	Meeting conducted	In-person meeting	On site	Meet other decision-makers	New Opportunities	Total points