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WELCOME

Hi all. I am sure you all are busy with speaking engagements and networking and other active marketing strategies and that's great! (And, if you're not, it's time to get crackin'!) Don't forget, however, your current clients. This month's article focuses on expanding and deepening relationships with the clients you already have. Current clients are a great source of new business and referrals. Read on for some tips on how to connect and add value to your clients.

ARTICLES

BUILDING AND MAINTAINING CLIENT RELATIONSHIPS

- 1. Return calls promptly, within four hours whenever possible.** Superior client service is imperative in retaining clients.
- 2. Analyze client revenue over three to five years to determine a rise or decline and why.** You may have had a client with a one off project or matter which accounted for a two-year revenue spike, or a client started using another professional and your share of the client's fees is declining. Recognizing these trends can be the first step toward maximizing the services you render and saving a client relationship.
- 3. Research what is happening in the client's industry and marketplace that could affect business.** The current economy may be affecting your client, prompting them to handle more of their issues with their own staff as opposed to outsourcing. If this is the case, you may be able to offer incentives to help move work your way.
- 4. Be aware of the client's financial status. Meet and get to know the client's accountant, banker, lawyer and other primary service providers.** Working together as a team with the client's best interest in mind can keep you in the forefront of your client's mind. An added benefit could be business generated from your client's other service providers.
- 5. Understand the client's business dynamics.** Staying informed of whether the client is likely to sell, merge, or go public allows you the opportunity to expand the work you are doing with the client. It can also provide a roadmap to the future likelihood of additional work with this client.
- 6. Look for an opportunity for additional work with this client in the same or a different area.** Many professionals leave business on the table rather than effectively look for ways to cross-sell or cross- service clients.

7. Introduce yourself and your firm quickly to any new management or in-house professional staff hired by your client. Clients often hire new outside service professionals when there is a change in key management and inhouse personnel.

8. Take your client to dinner, a ball game or theatre event. Social events are a great way to build and maintain the relationship on a personal level. People like to work with those they enjoy, so be sure to incorporate this personal level of connection with your clients.

9. Attend an industry meeting or conference with your client. You'll get the inside scoop on what's really going on in their industry, plus it's a great way to gain introductions to potential clients and referral sources.

10. Introduce your client to others you believe may be helpful. This added value shows your client that you care about their success.

11. Introduce your client to other key people in your company. Clients who feel they know and have access to more than one professional in a firm feel more loyalty than those who have fewer connections.

12. Visit your client at his or her place of business without charging the client. Many clients would love the chance to show you around their facility and it's a great way to reinforce your interest in their business as a whole.

13. Conduct an in-person interview with your client to determine his or her level of satisfaction. Following up on anything that needs to be remedied shows you truly care about your client's satisfaction.

14. Present a free seminar to your client's managers at their facility. This added value creates good will and is a great way to cross-sell other services you or your firm provides.

NEWS & ANNOUNCEMENTS

Assessments. Assessments can be powerful tools for individuals and organizations alike to reach their true potential. Contact me if you are interested in finding out whether the DiSC Personalty Profile, Time Mastery, or 360 Degree Feedback assessments are right for you and your business.

Making Rain Out of Mist Program.

If you are a lawyer ready to take your business development efforts to a new level, my Making Rain Out of Mist step-by-step practice building program may be just the thing. Consisting of a comprehensive workbook and four audio CD's, the program is designed to help you clearly identify the vision of your perfect practice, including the type of clients with which you wish to work and in what area of law. The program then helps you determine the best marketing strategies to make that vision a reality, and helps you master the subtleties of converting a prospect into a paying client without coming off like a salesperson.

Want to know more? Please contact me directly at Barbara@Rainmaker-Strategies.com or go to my web site at www.rainmaker-strategies.com and click on the Products link.

Booklet Information. To purchase your copy of my booklet, Business Development: 97 Quick & Easy Tips For Lawyers, go to my web site at

www.rainmaker-strategies.com or send me an email at Barbara@Rainmaker-Strategies.com and I'll be happy to process your order. Cost is \$5.00 for a single copy (plus tax where applicable and shipping).



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