

[WELCOME](#)[ARTICLES](#)[NEWS & ANNOUNCEMENTS](#)[CONTACT](#)

## WELCOME

I just love summer and most years I hate to see it end. This year, however, the month of September is sure to be a special month for me. That's because I'll be competing in the Tournament of Champions Figure Competition in Anaheim. All those long hours in the gym and meals of egg whites and chicken will finally pay off. Wish me luck!

As the lazy days of summer wind to an end, it's time to turn our attention back to our businesses and re-energize our marketing programs.

Did you know that 80% of an organization's new business comes from 20% of its clients? It's important not to take current clients for granted. Don't forget to work on retaining, enhancing and expanding those relationships. This month's article looks at 12 strategies you can implement to strengthen key client relationships.

## ARTICLES

### 12 MARKETING IDEAS TO STRENGTHEN AND EXPAND CLIENT RELATIONSHIPS

- 1. Company Research** – in order to learn more about their company and industry, review your client's web site and Google for the latest information on them and their industry.
- 2. Client Visit** – Volunteer to visit the client's facility at no charge to learn more about them, invest in the relationship, and meet key people. **DO NOT MARKET** services to them during this visit.
- 3. Attend Trade Conference** – go with your client to a trade association meeting/conference at no charge to learn more about his business and industry.
- 4. Read Industry Periodicals** – subscribe to and read the client's industry or trade association publications at no charge to learn more about their business, industry and jargon. Clients are delighted to hear of your interest and will tell you what they read.
- 5. Author an article** – Write a short, industry- focused article, perhaps co-authoring with the client.
- 6. Make Conference Speech** – Arrange to speak at an association conference on a relevant topic, co-present with a client if possible.

- 7. Attend Client Meetings** – Every couple of months, offer to attend the client’s internal meetings, at no charge, to learn more about them, and offer advice to help them reach their goals. Be their advisor.
- 8. Entertain Client** – Every two months, entertain the client at lunch, dinner, theatre, sporting event, etc.
- 9. Send Clippings Regularly** – Send useful articles on relevant business and legal developments.
- 10. Present In-House Seminar** – Offer to conduct a free in-house seminar on a useful topic.
- 11. Use Client’s Products** – Seek opportunities to use the client’s products and do business with that person.
- 12. Add to Mailing List.** Ensure that the client is on your and your firm’s mailing list.

## **NEWS & ANNOUNCEMENTS**

**Assessments.** Assessments can be powerful tools for individuals and organizations alike to reach their true potential. Rainmaker Strategies offers the following assessments:

**DiSC Personality Profile** - The DiSC Assessment indicates one’s personal communication and behavioral style. It identifies strengths and challenges and makes clear recommendations for increasing overall effectiveness and ability to communicate with others.

**Time Mastery** - The Time Mastery Profile provides an assessment of one’s current time management effectiveness and clearly pinpoints the specific actions that will most profoundly impact productivity and effectiveness.

**360 Feedback** – 360 Feedback is a method and a tool that provides each employee the opportunity to receive performance feedback from his or her supervisor, peers, direct reports, and customers in addition to the employee’s self assessment. A development plan can be created from the results, allowing the participant a clear path to leverage strengths and develop areas of opportunity.

Contact me at [Barbara@Rainmaker-Strategies.com](mailto:Barbara@Rainmaker-Strategies.com) to find Out whether 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](mailto:Barbara@Rainmaker-Strategies.com) or go to my web site at [www.rainmaker-strategies.com](http://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](http://www.rainmaker-strategies.com) or send me an email at [Barbara@Rainmaker-Strategies.com](mailto: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).



## ***CONTACT***

Barbara Nichols Mencer Rainmaker Strategies [Barbara@Rainmaker-Strategies.com](mailto:Barbara@Rainmaker-Strategies.com) [www.rainmaker-strategies.com](http://www.rainmaker-strategies.com)

If you've enjoyed this article and learned a valuable business-building tip, please feel free to forward this newsletter to your friends and colleagues.

Copyright 2006. All Rights Reserved. Reproduction in whole or in part without permission is prohibited.