



THE NEW ELLIS GROUP

Monday Monday

Connecting the Dots with Karen Kaplowitz



*Helping you create and reinforce the habits of successful career building,
gleaned from my work as a business development strategist, trainer and coach*

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The Power of Client Endorsements. Is there anything sweeter than a call from a prospective client who reports that he was referred by one of your clients who said you were the perfect lawyer to handle his problem? There may be some luck involved when a prospective client happens to talk to one of your clients who had a similar problem and a great experience with you which he is willing to share. But as Dusty Springfield opined, “you won’t get him, thinking and a praying wishing and a hoping.” To increase the likelihood of client recommendations beyond luck, consider these strategies:

- Create joint speaking engagements at business or professional organizations or writing opportunities with your clients about successful matters.
- Help your clients get good press for the successes you help them achieve so their friends know to call them in similar situations.
- After verifying their comfort in talking about your work, invite your clients to events with prospective clients and steer the conversations toward your successful work.
- Ask your clients if you can use them as references for similar matters.
- Help your clients get credit within their own companies for their role in the successful matter; they are likely to share the halo.
- Find reasons to introduce clients with whom you have enjoyed success to prospective clients; the first thing the two strangers will discuss is how they each know you and how wonderful you are.
- When clients express appreciation, ask them who else they know with similar problems who you should meet and whether they will make an introduction.
- When clients make referrals or compliment you in public, be sure to thank them and tell them how much you appreciate their support.

Example: Your firm, like many firms, monitors all new litigation matters filed in the courts in your jurisdiction so you can alert your clients and prospective clients that they have been sued and offer your assistance. Your litigation group is prepared to jump as soon as any juicy suit is filed, with emails flying around the firm to figure out who has the best access to the defendants, who has relevant expertise, and whether the firm has conflicts. You know that within a few hours, the defendants will have been deluged with copies of the complaint and offers of help from many firms.

But instead of joining the pack of competing law firms, as soon as you see a new lawsuit which involves claims similar to those for another client, you contact your old client to inquire if she knows the new defendant’s general counsel; whether she would make a call on your behalf; or whether she would be comfortable with your referring the new defendant to her for her guidance on defending the new suit. The new defendant gets a lot of offers from law firms but only one call from a general counsel who has been through the same situation. You are immediately invited to participate in a beauty contest to defend the matter.

Are you “wishing and a hoping” for referrals or are you doing “all you gotta do” to create situations in which your satisfied clients can easily endorse you to new clients?