



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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Summer: Time for a Business Development Hiatus? Summer is not a great time for certain kinds of business development initiatives. For example, with your clients and prospects facing heavier family demands and vacation schedules, particularly in July and August, it will be harder to attract them to attend group meetings or conferences. It is also harder to get commitments from prospects you don't know well during the summer when they are straining to reserve time for their families. But summer is a great time to catch up with clients and prospects with whom you have been meaning to spend more one-on-one time. Consider some of these options as you plan your summer:

- If clients have a different summer work schedule, like closing early on Fridays, can you plan a round of golf or some other activity on a Friday afternoon?
- Can you plan a family activity including your own family and a client's family, like a ball game, a picnic, or a barbecue? Do you need a venue or plan which will allow the children to run around so the adults have some opportunity to talk among themselves? Do you have a minor league baseball team nearby which may have more family-friendly facilities?
- Does the summer lend itself to casual social occasions to connect with new neighbors or contacts which will allow you to lay the groundwork for later business opportunities? For more on this subject, see [Meet the Neighbors](#).
- If your client's children will be away at camp, are you able to plan a dinner with your respective spouses more readily?

It is great if you are hustling to complete conference-type activities before the end of June but don't write off the rest of the summer for other business development initiatives. Even if your clients and prospects are not available, they will appreciate your invitations.

Example: One of your clients mentioned that his daughter was considering applying to law school and asked if you would talk to her about a law career when she was home from college over the summer. You of course agreed and made a note to check in with your client in May or June when her semester ended. You suggested that your client bring his daughter and the rest of his family to your home for a barbecue. You then approached the coordinator of your firm's summer clerk program. You asked him to suggest a few summer law clerks you could also invite, from a few different law schools, to provide your client's daughter with their perspective, too. You liked having a chance to get to know the law clerks better as well. The law clerks were happy to have the opportunity to share their law school experiences with your client's daughter and they all offered to host her at their law schools if she wanted to check them out.

As you shift into your own family's summer schedule, can you identify some easy and appropriate ways to integrate client development activities into the season?