



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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Underutilized Business Development Opportunities. In many firms, rainmakers are not exempted from hitting targets for billable hours. So there is real pressure on partners to devote the time necessary for successful business generation while still billing a lot of hours. In this environment, lawyers cannot afford to miss opportunities to incorporate rainmaking into other activities. Business development does not have to be a standalone activity. As you consider how to accelerate your marketing efforts, ask yourself these questions:

- Will you carve out time before or after a client meeting or phone call to spend non-billable time with clients to get up to date on the new challenges facing them?
- If you are visiting your client's facilities, will you stop in to say hello to other people with whom you have worked or arrange to meet some new people?
- If your client is visiting your office, will you introduce your clients to other lawyers who may have services that would benefit your client?
- Are you paying attention to programs and events in which others in your firm are involved and taking advantage of appropriate occasions to invite your clients or prospects?
- Do you keep track of and utilize sports tickets which are available to you for client entertainment?
- When you are speaking at programs which are restricted or cost money, are you asking program organizers for passes or discounts you can offer to clients?
- When your firm buys tables for charitable events, are you using the occasions to invite clients and introduce them to other clients or lawyers in your firm?
- When you are traveling, for client work or pleasure, are you making time to visit clients or prospects in the area?
- When you are attending a function where you do not expect to know a lot of people, are you arranging in advance to find someone who can make introductions

All of these actions have a common core: how to achieve your business development goals by being thoughtful and strategic without adding to your already heavy time commitments.

Example: When a firm was selected for a client's approved panel of lawyers, the client relationship partner started planning how to maximize the amount of work the firm was likely to get. The partner organized materials for each practice area in which the firm had been approved which included bios of the lawyers, tailored to focus on their experience which was relevant to the client. The partner also identified every opportunity that she and other lawyers would have to meet their counterparts at the client. The partner offered to do a CLE at each of the client's facilities. At every meeting of the client team, one agenda item was what contact firm lawyers would be having with clients and how to use those occasions to introduce the clients to others in the group. The client team maintained a calendar so lawyers could request to meet clients who were visiting the firm. When a senior executive of the client was being honored by a charity, the firm bought a table and the key firm lawyers invited their primary client contacts to be their guests. The first year the firm was on the approved list, the firm got a modest amount of work. By the second year, the emphasis on expanding relationships between firm lawyers and clients began to pay off.

If you have been deferring business development initiatives because they would be too burdensome to add to your regular workload, will you take advantage of more of your regular activities to remain top of mind?