



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*

Volume 11, Issue 21

October 23, 2017

Opportunities to Support Your Clients

Your primary duty to your clients is of course to deliver outstanding legal services. Your focus is to cement your relationship as a trusted advisor. But if you are paying close attention to your clients and their businesses, you will also find many other potential ways to provide value to them. Here are some areas in which you should be alert to opportunities to help your clients which may or may not generate work for you but which will enhance your relationships:

- Are your clients looking for new investors?
- Are your clients looking for acquisitions?
- Are they or their children looking for jobs or career advice?
- Do they or their family members need referrals to lawyers outside your firm like personal injury lawyers, divorce lawyers, or criminal defense lawyers?
- Are your clients interested in building their own businesses or careers?

When you have important client relationships you need to be ready to support your clients even if what is involved is not directly legal services.

Example: A lawyer worked extensively with the personal wealth management unit of a major financial services company. She had many contacts with financial advisors in the company and she learned a lot about the nature of the financial advisory business, particularly about their acquiring clients. She heard from several financial advisors that their clients were very concerned about the financial literacy of their children. The financial advisors reported that their clients often selected a financial advisor based on whether they felt that the financial advisor would have good rapport with their children and be able to help them become more financially literate.

The idea that many families were concerned about their children's financial literacy resonated with the lawyer who had children herself. She belonged to a group in her firm which was dedicated to supporting lawyers who are parents. At a meeting of the parenting group, she asked whether others in the group shared her interest in financial literacy for their children. There was universal interest on the part of all the lawyers who had teenage or older children. She proposed that they invite their financial advisor clients to do a presentation for lawyers in the firm on financial literacy for their teenage and older children. The clients were thrilled to do so. They recommended a two-part program with one meeting with the parents and a second meeting at which children could be invited too.

The program was so well received by lawyers in the firm and their children that the lawyer organized another event to which lawyers in the firm could invite their clients with teenage children. It was a win-win-win: the lawyer's financial advisory clients were thrilled to be exposed to lawyers in the firm and firm clients; other lawyers in the firm were excited to have access to a good program for their children on financial literacy; and other lawyers in the firm were happy to be able to offer the program to their clients.

Are you paying close attention to your clients' business interests and personal interests and looking for opportunities to benefit them?