



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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Nothing Sells Better Than Success

Clients hire lawyers they know and trust. Nothing builds trust faster than a successful track record. If you have the good fortune of achieving a great success for a client, consider which of these strategies you can use to share information about your success:

- A press release. If your success is newsworthy, is your client comfortable with your firm issuing a press release? If your client is issuing its own press release, can you coordinate with them? Can you send a press release or contact journalists you previously identified who have a special interest in the subject?
- A client alert or CLE program. Can you share information about your successful matter through a client alert or webinar that features an aspect of the matter that is relevant to other clients? Is there a cautionary tale to help other clients prevent the bad result your opponents suffered?
- Is there an industry or legal group that would be interested in featuring your successful experience in a program? Can you invite your client to participate and inevitably sing your praises?
- A celebration. Inside your firm, can you host a gathering to thank your colleagues for their work on the matter? Can you invite the client to attend?
- Can you submit information about your success to any publications like American Lawyer that recognize significant lawyers, transactions, or litigation matters of the week, month or year?
- Can you let people know that your matter has concluded successfully, and you have time to see them?
- Can you post information about the success on your bio as a representative matter?
- Will you send personal emails about your success to specific clients and contacts who are likely to be interested?
- Do your successes create an opportunity to offer alternative fee agreements to clients?

If you are not already using at least some of these strategies, you may be missing valuable opportunities.

Example: A firm consistently achieved great results for a client on certain recurring types of lawsuits. The client relationship partner and his team had mixed emotions. On the one hand, they were thrilled to resolve the matters successfully for their client. On the other hand, their success regularly cut short their work on these matters. They decided to develop a proposal to the client to handle these types of lawsuits on an alternative fee basis. They consulted with firm management and the firm's pricing professionals to develop several alternative fee proposals for the client. Each proposal included a success component to reward them for their results. When they asked their client to meet with them to review these options, they suggested that the client also review the legal fees and results on matters handled by other firms. They were able to negotiate an alternative fee agreement which benefited the client and rewarded their success, a real win-win.

Are you leaving money on the table by not taking advantage of your successes? Don't forget, the title of this article is Nothing Sells Better than Success!