



# 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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## **2019: Right Time. Right Place. Right Group.**

Are you taking full advantage of opportunities to expand work from existing clients? One of the challenges is to expand your contacts within your clients' organizations. If you work with one segment of a client's business or law department and you are looking for easy ways for your contacts to introduce you to others, you might welcome invitations from clients to attend events at which they or others in their company are being honored. To evaluate which invitations to consider and how to justify the investment to your firm, here are some questions to consider:

- How important is the client who extended the invitation to you?
- Has your client indicated that it is important for you to attend or contribute?
- Would some of your client contacts appreciate an invitation from you to attend?
- Is the event an occasion to introduce your client to others in your firm?
- Will your client introduce you to other lawyers or business people at the event?
- Are your competitors involved?
- What does the opportunity cost in time or money relative to other similar things?

If significant clients invite you to an event in which they are involved, it is always worth evaluating, especially if you will get access to new people in your client's law department or business.

**Example:** You have done work in your niche for a client for many years and have a great relationship with the in-house lawyers who manage your work. The work flow is modest but steady. But you have not found ways to expand the client relationship to other practice areas; your liaison has not helped you meet other in-house lawyers or helped your firm get invited to respond to an RFP in another practice.

When you receive an invitation to attend an event honoring the client's general counsel, your first inclination is just to send a small contribution and not attend. You don't want to hassle with your firm's management to try to extract marketing dollars given that the client is a small firm client and you can't imagine meeting anyone useful anyway.

But when your client presses you to support the event, you reconsider. You invite another practice group which you know has targeted the client as a prospect to contribute to the cost of a sponsorship. They agree and offer to help plan a strategy. You invite lawyers and business people from the client to attend as your guests. You arrange to visit your client at the company headquarters either before or after the event. You specifically ask your client for the names of attendees and ask her to introduce you. Beforehand, you research the backgrounds of each person you expect to meet. You get to the event early so can meet the general counsel and others before they are swarmed by other lawyers.

Are you moving quickly to respond to client invitations which present opportunities for you to expand relationships outside the narrow circle in which you have been working? With good planning, you can turn "obligatory" events into great marketing opportunities.

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