



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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The Role of “Internal” Marketing. The idea of “prospecting” for new clients leaves you cold. You did not go to law school to become a salesperson. You hate cocktail parties and would rather spend time with your family if you are not under the gun. Is there any way for you to become a rainmaker? If you are committed to being a rainmaker, the good news, especially in large firms, is that your best prospects may be your colleagues down the hall. The bad news is that you still have to “sell them” on using your services. Here is the paradigm: Your colleagues are your prospects, clients and referral sources and you have to treat them accordingly. After investing years building their own important client relationships, they are not going to risk them unless they trust you. Your colleagues’ biggest fear is that their relationships will be damaged by the mistakes of others.

Example: You are a lateral partner, recruited on the premise that your new “platform” will generate more business. You have identified a group of partners whose clients can really use your help. Do you (a) meet your new partners and ask them to introduce you to their clients or (b) learn what your new partners do and introduce them to your clients first? Modeling the behavior you expect, by giving them access to your clients first, is the better approach.

If you have been disappointed that new colleagues have not introduced you to their clients, are you prepared to show them the way by putting your own client relationships on the line?