Post-Recession Client Care & Development

CLIENT VALUE PROGRAM

Like all consumers, law firm clients want value for their money. This has become increasingly important in the wake of the recession. In this program, we will analyze the full range of your value and collaborate to succinctly and powerfully articulate this value as a way to deepen current client relationships – and for initial selling and networking situations as well. By consciously infusing your client relationships with relevant value, you can forge very strong bonds with your clients and create mature, stage 3 client relationships. Once we have covered the basics, we will design customized value added programs for key clients that you designate, pinpointing clear steps that can be taken to lift your client relationships to the next level, using a team approach to bring value whenever appropriate.

CLIENT SATISFACTION SURVEYS

A recent survey of Fortune 1000 counsel shows a substantial decrease in satisfaction with primary outside counsel. How can you tell if your client is satisfied? One way is to ask – before the end of the representation so that any bumps in the road can be smoothed as quickly as possible. We will help you to set up and execute formal or informal client satisfaction surveys on a systematic basis for all or a portion of your clientele. Learn how to phrase your questions (formally and informally) to garner key information, when to ask questions, and who should ask. Most importantly, we will show you how to utilize the data you obtain to forge even better relationships with specific current clients – and how to use informational trends across clients to improve service on a broader basis at your firm.

CROSS SELLING PROGRAM

Cross selling can be a challenge. But, there are many ways to make it easier, beginning with the recognition that the most successful cross selling focuses on bringing additional benefits and value to existing clients. Together, we will assess where your client relationships fall in the client development spectrum, and discuss the degrees of cross selling as they pertain to your cross selling opportunities. We will then turn to analyzing and prioritizing specific cross selling opportunities by evaluating both internal and external factors, while at the same time developing a written cross selling program, complete with implementation steps, responsible parties, and timing. We will remain involved in program execution and follow up as long as desired, handling progress check-ins and success measurement as requested.

Pricing of all client retention and development programs varies depending on the parameters set by the client. Please contact us to discuss your needs.