

# BUSINESS & CAREERS

## The road to developing client relationships



THE COACH

**GARY MITCHELL**

As a lawyer have you found it challenging to attract new clients and bring in new work? Do you sometimes get frustrated with the lack of results for your efforts? Are you frustrated because you are spending time on business development but it's just not paying off as you would like? Feel like you need to know more? This article is for you.

For the past five years I have been working with lawyers just like yourself and have developed a four step system to follow to build trusted business relationships. Everyone knows that marketing yourself as a lawyer is really all about relationship building. Relationships lead to more and sometimes better clients. The four steps are: find, build, discover and offer.

*Gary Mitchell is a client development coach working with lawyers helping them build their businesses.*

### START STEP 1 ~ FIND

This first step is simply about finding people who need your services and also making it easier for them to find you. This involves raising your **profile** to your **target audience** and networking to meet new people. The most important first step here is to truly understand your target audience. What do they read and why? What **associations** do they belong to and why? What **events** do they attend and why? Not sure where to start? Ask your current clients that fit your ideal client profile these questions.

HOW TO FIND

Writing **articles** targeted at your audience(s)



**Networking** at association and industry events and meet new people



**Speaking** at industry events

### STEP 2 ~ BUILD

When you get new clients, begin to build close and **trusted relationships** with them. Get to know them. What are their **challenges**? What are their **goals**? Find out some personal details; children; hobbies and interests; what they are passionate about; and so on. The most important aspect to professional services marketing is the relationship. So build as many as you can and watch your business begin to flourish.

HOW TO BUILD



Using **social media**; LinkedIn, Twitter, Blogging

Offering **newsletters** with valuable content



Offering **webinars**

Providing added value by going on site with **workshops** and providing information of value



Go for **coffee**



Go on site and **meet** their teams



Ask **questions**

Ask **more questions**



**Go for lunch**, dinner, sporting and entertainment events, etc.



### STEP 3 ~ DISCOVER

This step is really about going deeper and often will run in parallel with build. In build, you are beginning to get to know the person better. Discover is about getting to **understand** very specific needs and/or challenges. Don't rush this step and avoid getting into the trap of being led into the pitch without fully understanding everything you can about your prospects/clients, business and needs.

HOW TO DISCOVER

**Introduce** people (prospects/clients) to each other

Find common **interests**



Don't forget the **spouses**



Schedule a **meeting** at their office



Be **up front** about the reason for this meeting

Take the time and ask the **tough questions** and let them **elaborate** when they want to

Have a **list of questions** prepared ahead of time and also remain flexible to where the conversation goes based on their needs



### END

This last and final step can be the easiest of all if you have taken proper care in the first three. Let's review; you have taken the time to get to know them; you understand their needs; they know you understand their needs because you have proven it directly to them. So what's left? **Offer specific solutions** to meet their exact needs. At this point the likelihood of them turning you down is very small.

### STEP 4 ~ OFFER

Allow them to make and **changes/edits** until the two of you are in full agreement



Follow this meeting up with a **letter** confirming everything you heard from them

If you have been frustrated in the past with your marketing and client development efforts, maybe it's time to try a new approach. Try this four step approach.  
**IT WORKS.**