



## Generating additional work from current clients

First, you need a client relations strategy. This would involve developing a list of the clients you wish to target for more business. You will have some idea that they require other legal services but will have to do some additional research to determine what those other services are.

When you have a clearly identified client relations strategy you will strengthen client loyalty. And you'll turn your current clients into referrals for new clients.

*Key elements of a client relations strategy (in addition to the relationship building activities listed earlier)*

- ◆ Conduct a post-mortem after every file is completed, review the process and find out how you may have better served this client.
- ◆ When you finish a file with your client, ask them two questions; Do you know of any other people who would benefit from my services? Would you act as a reference for me?
- ◆ The next time your client visits your office, introduce them to your managing partner (be sure to brief your partner on this client so they will have a handle on what you are doing and the nature of the file).
- ◆ Think about how you can introduce your clients to your other clients or contacts to help them build their business. You will bring more value to your relationship with that client.

**Related tip:** Ensure sure you follow up the discovery meeting with a summary of what you heard (needs and desired outcomes). Then get their agreement that you captured everything. Then all there is to do is ask "Would you like me to send you a proposal of how I can help you resolved these needs?"