

Strategic Law Firm Management Forum 2008

Presented by

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Turning Contacts into Clients

1. What do clients want from their law firm?
2. Where do legal providers go wrong?
3. Adding value beyond the transaction.
4. Building Client relationships .

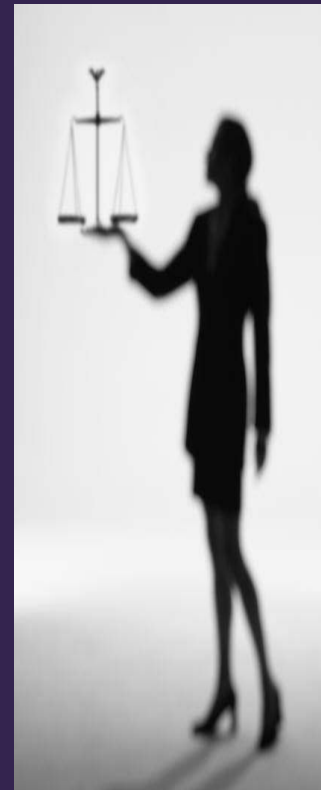


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What Do Clients Want From Their Law Firm?

1. Sound legal advice
2. Accessibility
3. Client centric mindset
4. 'Trusted Partner' Relationship
5. Specialisation
6. Humour and Fun



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Where legal providers go wrong?



1. Relevance



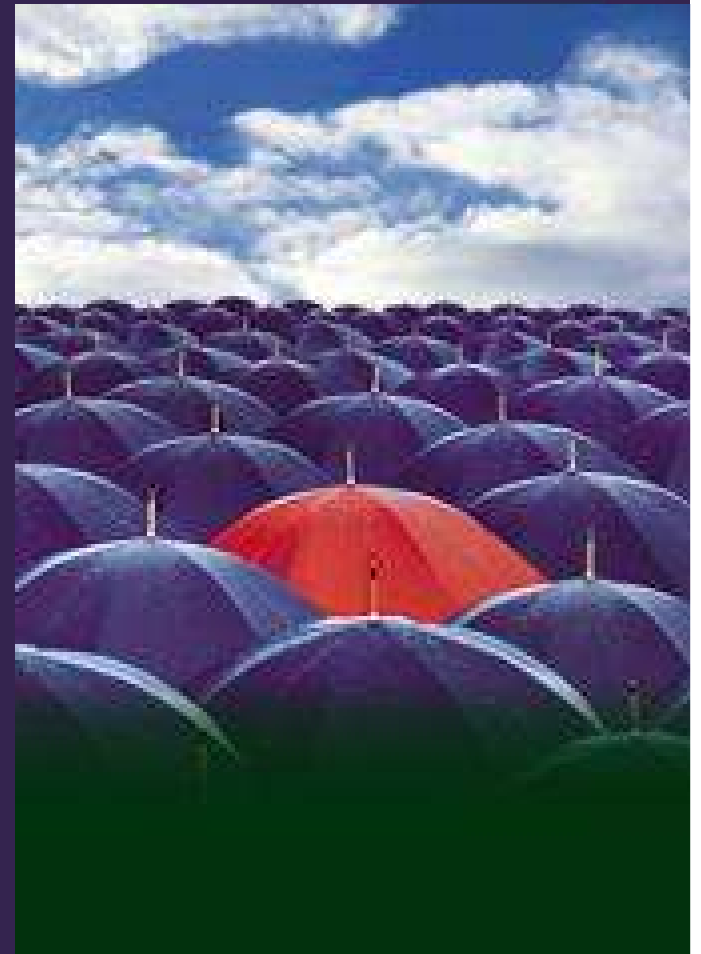
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Where legal providers go wrong?



Differentiation



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Where legal providers go wrong?



Connect



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Adding value beyond the transaction



1. Touch it once – touch it right.
2. Go beyond legal – strategic advice
3. Anticipate
4. Loyalty
5. Consistency
6. Act in harmony with other advisors



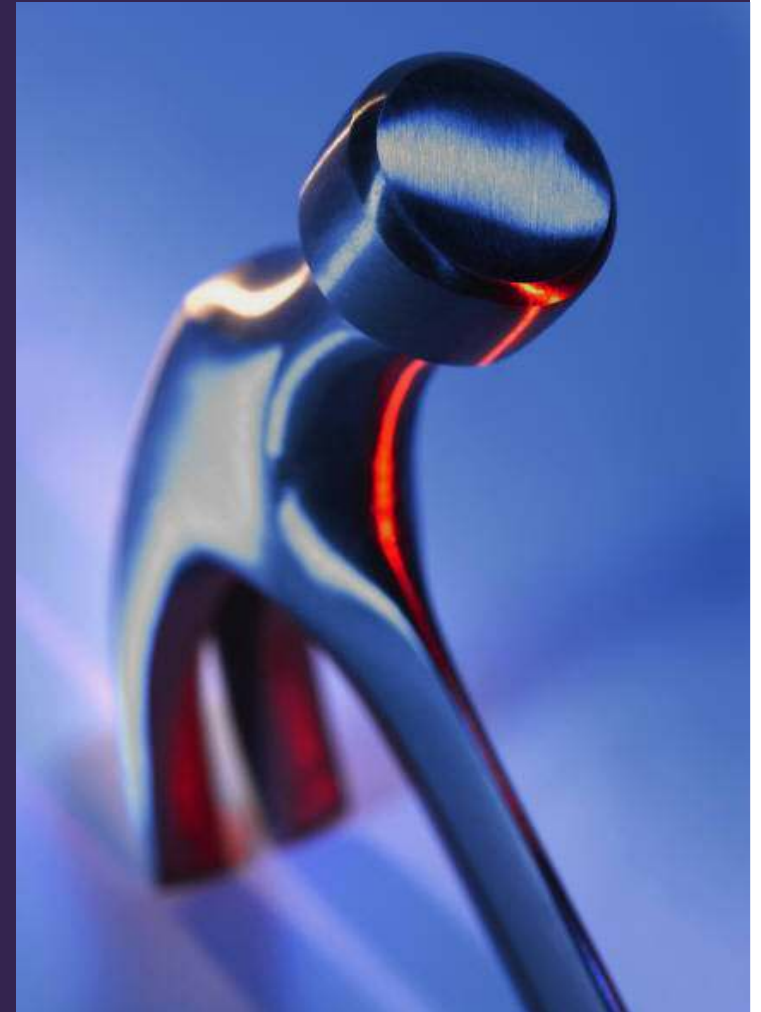
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BUILDING CLIENT RELATIONSHIPS

1. Long term view
2. Have mutual connections at all levels
3. Proactively deal with issues as they arise
4. Keep within the parameters of the budget
5. Be real



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Conclusion



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