

[What is Your Plan to Expand Relationships With Existing Clients?](#)

By [Cordell Parvin](#) on May 7th, 2013

Do you have a plan to expand relationships with existing clients? Going back a long time, lawyers and law firms have called existing clients the “low hanging fruit.” So, do you have any “low-hanging fruit plan?”

Years ago [Seth Godin](#) posted a blog titled: [The magic of low-hanging fruit](#). It is worth reading again now several years later.

I have done many presentations for law firms at their retreats on Expanding Relationships with Existing Clients. You can check out one of my retreat presentations: [Cross-Serving](#). In that presentation, I share that the starting point of doing it effectively is to know your clients. In 2013 it is easier than ever before using the internet. But, it is also more important than ever before to get up from your desk and go visit your clients-on your nickel.



Cordell Parvin Blog

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I tried to visit my clients offices or construction projects regularly. I wanted to always be in the loop and also be at the top of their mind if a problem occurred. I believe my clients appreciated my visits and so will yours.

Cordell M. Parvin built a national construction practice during his 35 years practicing law. At Jenkins & Gilchrist, Mr. Parvin was the Construction Law Practice Group Leader and was also responsible for the firm's attorney development practice. While there he taught client development and created a coaching program for junior partners. In 2005, Mr. Parvin left the firm and started Cordell Parvin LLC. He now works with lawyers and law firms on career development and planning and client development. He is the co-author of *Say Ciao to Chow Mein: Conquering Career Burnout* and other books for lawyers. To learn more visit his Web site, www.cordellparvin.com or contact him at cparvin@cordellparvin.com.