

Checklist: 6 Steps To Earning A Client's Business

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1. Know Their Business

- Know their business model, drivers and results (just as a stock analyst would).
- Know their news/results – Google the company.
- Know their management team and their biographies – call your best contact and get the organization chart.
- Know who can buy your services – be on the hunt for decision makers, not influencers.
- Know their board – this is usually publicly available information.
- Know their professional advisors – learn the name of their banker, insurance company, investment advisor and accountant. You can compare notes about who's who at the client.
- Know your competition.
- Know the history of the law firm – client relationship.
- Know leading edge work you have done for similar companies or “clones” of this client

2. Leverage ALL Your Relationships to determine:

- Does the client have an *abundance of work* now and in the future?
- Who is doing it for them now? Is there a gap in service?
- Are they a leading indicator for their industry?
- Do you have a way in?
- Are there better opportunities out there?

3. Market Multiple Point of Business “Pain.” People buy your services to either alleviate or avoid their *personal or business trauma*.

- Risks
- Resolution
- Reward
- Control
- Achieve Personal Goals
- Reputation

4. Try Multiple Ways In Simultaneously

- Who influences the company's actions?
- Where does it operate? Do they “live” in a bad neighborhood? What determines that?

- When will they likely have trauma? What is around the next corner for them?
- What is happening at the company? What do they not want others to see? Why not?
- How are they dealing with it today? What are they probably planning to do next?

5. Make It A Contact Sport

- Do many things simultaneously.
- Your goal is a meeting.
- Anything that gets you closer is progress (information, another contact, etc.)
- There must be a call to action/next step.

6. 15 Ways To Get In Front Of A Target Buyer

- Call them up and get a meeting.
- Meet them in another context and make an appointment.
- Call a client who knows them and ask for an introduction.
- Call an ally who does work with them and ask for an introduction.
- Call others who do work for the company.
- Call a company employee who works for/with them.
- Call people who might know the target from business associations.
- Send them an event-drive personal note or e-mail (news item, article).
- Send them a direct/e-mail on a specific "pain."
- Market to people who work for them.
- Attend a speech that they make and send a topical follow up.
- Invite them to do a roundtable.
- Invite them to be in a study/panel discussion.
- Do a reverse seminar for their firm. In other words, invite the client to come to your offices and speak about their business to a room full of your partners.
- Get on a program at an association they frequent

For more on this topic, call:

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