

[Your First Assignment for a New Client: Answer these questions](#)

By [Cordell Parvin](#) on November 28th, 2012

You have just been hired by a new business client. It is a great opportunity for you. How can you make the relationship a lasting one? I suggest you consider these questions:

1. How does your client define success in the matter you are handling?
2. What is your plan to achieve what the client wants?
3. How does your client define “responsiveness?”
4. How will you build trust with your client contact?
5. How will you build rapport with your client contact?



You only get one chance to make an lasting impression on a new client. Deliver better client service than the client expects and help your new client achieve its objectives.

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.