

March, 2012

BUSINESS DEVELOPMENT AND MARKETING MAXIMS

“Maxim: General truth or rule of conduct expressed in a sentence.”

The Oxford Dictionary

1. Be the best lawyer you can be.
2. Be afraid. Fear of failure guarantees success.
3. Don't sell. Educate. No one wants to be sold legal services. Ask clients and prospects what their problems are, listen to the responses and then educate them on how you can help them. In one word: ALE – Ask. Listen. Educate.
4. Focus. Specialize. You can't be all things to all people.
5. Have a marketing plan and follow it. Hell is paved with good intentions – and marketing plans that were never implemented.
6. Market like you were a sole practitioner. If you don't, you may become one –and then you'll have to.
7. Everyone in the firm can be a marketer, from the Managing Partner all the way down to the messenger.
8. Current clients are your best sales agents.
9. With all due respect to social media, relationships and word-of-mouth are still the best forms of marketing and business development.
10. Your friends may not become clients, but your clients can become friends.
11. Your next client may be across the table.
12. To get and keep your client's business, know his or her business.
13. Treat every client as if he or she were your only client.
14. The three keys to delighted clients:
 - Listen and communicate
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15. Under-promise. Over-deliver.
16. Don't be afraid to say “yes” – but have the courage to say “no”. The magic words to a client are: “Yes, if . . .” or “No, but . . .”
17. Be a problem-solver, not a problem-maker.
18. Give the client alternatives but don't stop there. Say, “It's your decision but I think this is what you should do and these are the reasons.”
19. Know your competition. It's just as important as knowing your client.
20. Ask for the business.

Robert Denney Associates Inc. has provided strategic management and marketing counsel to law firms throughout the United States and parts of Canada for over 30 years. Reports and discussions of other timely issues are posted on our web site, www.robertdenney.com.