

March, 2014

***Note: We periodically run this. In view of the current emphasis on Business Development, we believe it is time to up-date and run it again.***

## **BUSINESS DEVELOPMENT AND MARKETING MAXIMS**

**“Maxim: General truth or rule of conduct expressed in a sentence.”**  
*The Oxford Dictionary*

1. Be afraid. Fear of failure guarantees success.
2. Don't try to sell. Educate. No one wants to be sold something. They want to buy. Ask clients and prospects what their needs and problems are. Then educate them on how you can help them.
3. Focus. Specialize. Clients want an expert, not a generalist.
4. Have a marketing plan and follow it. Hell is paved with good intentions – and marketing plans that were never implemented.
5. Everyone in the firm, from the Managing Partner down to the messenger, can be a marketer, even if they can't develop business.
6. Clients can be your best sales agents.
7. World-of-mouth is still the best form of marketing and BD.
8. Friends may not become clients but they can still refer business to you.
9. Your next client may be across the table.
10. To get and keep a client's business, know his or her business.
11. Treat every client as if they were your only client.
12. A satisfied client is not enough. You need delighted clients.
13. The three keys to developing and keeping delighted clients:
  - o Listen and communicate.
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14. Under-promise. Over-deliver.
15. 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 . . .”
16. Be a problem-solver, not a problem-maker.
17. At times, give the client alternatives. But don't stop there. Say, “It's your decision but this is my recommendation and these are the reasons.”
18. Know your competition. It's just as important as knowing your clients.
19. Remember TALER: Plan, Ask, Listen, Educate, Request the Business.

*We have provided strategic marketing and management counsel to law firms throughout the United States and parts of Canada for over 30 years. Communiques discussing timely issues as well as information about our services, are posted on our web site, [www.robertdenney.com](http://www.robertdenney.com)*