

10½ tips to help you stay in touch with clients, contacts and targets

Tenandahalf top tips: April 2019

In our experience every professional knows they need to stay in touch with their clients, their professional contacts and their targets not least because you will always win the majority of your work from people you already know.

However, there are almost always questions as to how you stay in touch so with that in mind, here are 10½ tips we hope will help you get closer and stay closer to the people who are most important to your practice.

1. Take responsibility for making contact

You can't make a client contact you but you can make yourself contact them. Take the initiative; commit to staying in touch with your clients, contacts and targets so you stay in control of the relationship ... and underline you are the lawyer/accountant/barrister/attorney who really does take your relationships seriously.

2. Stick to your plan!

Committing to staying in touch is only words unless you stay in touch! Have a plan, have a list, have a schedule, have reminders whatever you need to underpin your planned activity. The good news is that anything you'll ever need will either be on your phone or your desktop already.

3. Go with your gut

If you suddenly think to yourself that you've not spoken to someone recently enough, you're probably right. When it comes to BD your gut instinct is pretty accurate every time so trust it!

4. Be relevant

Your clients have enough on their plate so any approach you make needs to stand out. Including something relevant will help you do that.

Set up Google alerts for your key clients so you can congratulate them on a milestone or success. Stay up to date with their world from your perspective so you can spot a potential problem before it happens. And stay up to date with their world so you tip them off to competitor activity or noteworthy news.

5. Be lumpy

While electronic marketing vehicles are undoubtedly the quickest, easiest and most cost-effective available, how long do they actually last in a busy in-box?

Try to think of things your clients/contacts would want to keep so there's a daily reminder that you exist on their desktop. The tax calendars published by many accountants is an age old example (which still works!) but try and be a bit more creative, think about what your clients really *need*.

6. Use your firm's (or Chambers') events

Whether you're running a seminar, a round table or a social event, make sure all of our key clients, contacts and targets get an invite. This is not only a time-effective BD tool for you (getting as many people you need to see into a room at once to see at once, it also reinforces your credibility in your respective practice area (not to mention give your invitees the opportunity to do a bit of networking themselves).

7. Offer some personal training

And following on from the previous point, if you are running workshop, offer to re-run that session in their premises for their wider team. If you get a "yes", tack on sandwiches afterwards so you get a chance to chat and strengthen your relationships with everyone there.

8. Offer some help

Don't just send people links, think about them and what you do for other clients (i.e. added value extras clients in similar circumstances have specifically asked for) and offer it to your other clients with a "it helped them so I thought it may be useful for you ..." email.

9. Ask for feedback

If you've got a new idea for a product or package or if you've just finished a longish piece of work, ask for feedback. People like to give an opinion especially if it means they'll a better service and greater value for money the next time they work with you.

10. Call them (or at least email them) out the blue

People like to know you're in the corner. If you haven't heard from a client or referrer for a while, give them a call or drop them a line to make sure they're OK and ask if there's anything you could help with. People will be genuinely flattered you've thought of them.

10%. Never be perceived as indifferent!

In any study to find out why clients stop giving work to any type of professional service practice the biggest reason is always that the client said they hadn't been looked after.

If you follow the previous 10 tips, you'll minimise the potential of falling into that trap.



www.tenandahalf.co.uk
info@tenandahalf.co.uk