

How to Get More Business From Your Clients

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Rainmaking Strategies to Maximize Your Work with Existing Clients



Did you know that 80% of new business comes from existing clients?

It's true!

So, the next time you're wondering how to make effective use of your limited time, consider this:
Vet your current clients for more work!

Here are three *rainmaking strategies* to help you win more business from clients.

1. Talk to your clients.

The goal here is to **really get to know your clients** and determine how much of their available work is going to you and your firm.

What kind of work are they sending you? Are they sending that type of work to someone else too?

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After you have gathered that information, find out what you have to do to make your firm an appealing option for more work. Perhaps it's pricing, better responsiveness to phone calls and emails, or simply having a faster turnaround time.

Find out what you need to improve on - and do it!

2. Alert your clients to the types of services your firm can provide.

All too often, clients have no idea what goes on *outside* your office. Tell them or, better yet, **show** them by **introducing your clients to other partners in the firm and discussing their practice areas.**

Your firm must serve as a problem solver, so make sure whomever you introduce to your clients demonstrates a knowledge of your clients' industries and commands confidence that they can help.

If your client currently has a need for work in an area in which your firm does *not* provide expertise, refer the matter to a respected colleague outside the firm BUT you should also consider putting it high on your list of expansion areas.

3. Ask clients to serve on focus groups.

Focus groups allow firms to talk about clients' future legal services, and how the firm should be responding to best serve their needs. This type of activity can really cement both personal and professional relationships with clients. But, always take what they say to heart as it will enable your firm to proactively prepare for the future in terms of talent and knowledge.

Unfortunately, there isn't one specific way that will help you get more business from clients. **It takes effort and a multi-faceted approach to be successful!**

Article adapted from [Getting More Business From Existing Clients: Five Easy Strategies that Really Work](#) by Ellen Freedman.

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