

3 Steps to Keep Clients Coming Back for More

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • April 7, 2010 • [Printer-friendly](#)

Treat Your Clients as You Would Like to be Treated!



Client satisfaction is the crux of any successful law practice. But for many firms, focusing on client relations is easier said than done.

Lawyers tend to concentrate on their work, not taking the time to communicate with clients and gauge their overall satisfaction with the firm.

If you fall into this category, it's time to **BREAK THE CYCLE!**

Turn your attention back to your clients! Make sure they're happy, confident in your work, and that they will want to hire you again.

Here are three easy ways to **enhance client satisfaction**.

1. Return calls promptly.

The number one complaint of most clients is that their lawyer won't return their calls promptly. This happens when the attorney **FAILS to set proper expectations**.

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com



Make a point upfront to tell clients how often they are likely to hear from you, how quickly they can expect a call back, and what your schedule is like. This will help them know what to expect.

Furthermore, when it comes time to return calls, **PRIORITIZE** which clients you call back first. Even if you don't have a lot of time for a lengthy conversation, take two minutes to explain your busy schedule.

Successful rainmakers make their clients feel as if they have all the time in the world for them.

2. Check on client satisfaction - often!

Consider launching a [client interview program](#). If used regularly, these types of programs often give attorneys precious insight into the way they do business. They also create strong client loyalty.

Typical questions might include: "What do you like about the work we've done so far?" and "Is there anything you'd like us to do differently?"

3. Keep in touch.

When a case is over, many attorney-client relationships fall by the wayside.

Stay in touch by including clients in a monthly or quarterly newsletter. Or, make a point to **call clients** and former clients on a regular basis just to ask how they're doing.

You can also **pay a visit to your client's place of business** *without* charging. This shows that you're more than just a lawyer - you're their partner.

[Nurture your clients](#) for big business payoffs!

You'll be surprised by how impressed your clients will be when you show a little interest in what they're doing.

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com

