

[Client Development: Have You Learned How To...?](#)

Posted by [Cordell Parvin](#) on June 29, 2011

Yesterday we hosted a group of Dallas lawyers who previewed my three-hour video client development program and workbook. They gave us great feedback on improvements we can make to the video and workbook.

I asked that they share with me what they learned from the video and workbook. Their feedback causes me to ask: Have you learned how to:

1. Create a Business Plan?
2. Determine goals that will challenge and stretch you?
3. Determine what activities to undertake to meet your goals?
4. Find articles and other materials about your clients' industries and their company?
5. To write articles, blog posts and guides and give presentations and webinars that will enhance your reputation and increase your chances of getting hired?
6. Develop a Focused Contacts Plan so you focus on your best contacts?
7. Determine what your clients want and expect?
8. Get business without appearing to be needy or greedy?
9. Build trust and rapport?
10. Become more client focused?
11. Hold yourself accountable?

Here is the [2011 Business Plan Template](#) I share with lawyers I coach and shared with the Dallas lawyers. A short clip from the [video program](#) the lawyers previewed can be found on YouTube.

Cordell M. Parvin built a national construction practice during his 35 years practicing law. At *Jenkins & Gilchrist*, Mr. Parvin was the Construction Law Practice Group Leader and was also responsible for the firm's attorney development practice. While there he taught client development and created a coaching program for junior partners. In 2005, Mr. Parvin left the firm and started Cordell Parvin LLC. He now works with lawyers and law firms on career development and planning and client development. He is the co-author of *Say Ciao to Chow Mein: Conquering Career Burnout* and other books for lawyers. To learn more visit his Web site, www.cordellparvin.com or contact him at cparvin@cordellparvin.com.