

## [What My Clients Told Me About Adding Value](#)

Posted by [Cordell Parvin](#) on June 24, 2011

How many times have you been told that to differentiate your firm you need to "add value?"

Have you ever asked your clients for suggestions on ways you can add value? I did. I asked: "What is most effective way we can, at our expense, invest in our relationship with you?" Here is what they told me.

**GC Client 1:** Provide memos explaining new court cases/laws/regulations that would affect our business.

**GC Client 2:** Don't charge for learning about our company.

**GC Client 3:** Willingness to help train, share forms and answer simple questions without opening a file and recording time.

**GC Client 4:** Meet with us at your expense and find out what we need.

**GC Client 5:** Coming back after completion of a project and sharing with us any lessons learned and asking for our feedback.



I do not think there is anything unexpected in these responses. Try implementing them with your clients.

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