

[Client Pitches: To Avoid "Blah, Blah, Blah" Answer These Points](#)

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Are you doing client pitches to companies with in-house lawyers? If so, you must read: [A General Counsel's View of Law Firm Marketing Pitches: 'Blah, Blah, Blah'](#). Law firm pitches all look alike. To use a Seth Godin analogy, there are no "[purple cows](#)" out there. According to the post, in pitches law firms try to be everything to everyone rather than focused on what they do well.

I have done many client pitches. I teach lawyers I coach how to do client pitches. In fact, one of the most enjoyable sessions we have is when we create 2-3 teams and do a mock client pitch. In my experience, both giving pitches and watching lawyers do it, I have come up with a list of 25 points for you to consider when you are preparing for the pitch. Here is [Client Pitch Presentations: Be Sure to Answer](#). I believe if you answer the relevant questions in this list, your presentation will not be "blah, blah, blah."

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.