

## [Client Development: Like Shaving, Don't Forget the Old Tools](#)

By [Cordell Parvin](#) on May 2nd, 2013

I am looking forward to making a presentation for a law firm today:

Building Your Client Development Tool Kit: □ The nuts and bolts of business development

When I was working on this presentation, I was searching for something and came across a couple of articles on shaving I immediately saw a connection between shaving tools and client development tools.

Here is the connection:

- The principles of shaving have always been the same. But, the tools we use for shaving have dramatically changed.
- The principles of client development have always been the same. But, the tools we use to implement those principles have dramatically changed.

And, here is the most important connection:

- In both shaving and client development, the new tools are really great, especially when you do not have much time. But, to get a better shave, or to build a better and deeper relationship with potential clients, use the old tools.

I suspect I have been shaving for over 50 years. I can remember traveling along the highway and reading the [Burma Shave](#) signs.

Later, I remember when [Edge Shaving Gel](#) was introduced in 1970.

Next, [disposable razors](#) were introduced followed by multi-blade razors. That all prompted the New



York Times article: [Shaving With Five Blades When Maybe Two Will Do.](#)

Recently I saw an article: [How to get that perfect shave](#) from the Today Show Weekend Edition.

Here is the essence of the article:

Now that men of all ages are paying more attention to their appearance, it's no wonder that the hottest trend right now in male grooming is a return to the traditional wet shave – and millions of men have been shocked to discover that the “old fashioned” method of shaving they thought went out with the Hula Hoop is actually the best quality shave you can get.

So, what would I say about client development? Maybe something like this:

In 2013, lawyers are paying more attention to client development than ever before. The new tools, like blogging and social media, enable lawyers to more easily become visible and credible to potential clients. As a result, they are the hottest trends in client development right now. But, to build long-lasting, trust-based relationships with clients, potential clients and referral sources, use the old tools that some thought went out with hand-written notes.

P.S. After reading the Today show article, I ordered two of the recommended shaving creams. I used one of them for the first time today and really liked it.

**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](http://www.cordellparvin.com) or contact him at [cparvin@cordellparvin.com](mailto:cparvin@cordellparvin.com).