

[Client Development: The Power of Observation](#)

By [Cordell Parvin](#) on November 27th, 2012

I recently saw a video: [Consultant: Law Firm Revenues & Profits Dropping, Layoffs Ahead](#). It is not an upbeat video for lawyers or law firms. If the consultant is right, now more than ever is the time to brainstorm ideas to make your clients “Raving Fans.”

In their book [Raving Fans](#), [Ken Blanchard](#) and [Sheldon Bowles](#) describe the problem this way:

Your customers (clients) are a revolt waiting to happen. They’re only satisfied because their expectations are so low and because no one else is doing any better. Your customer (client) slogan should be: No Worse than the Competition.

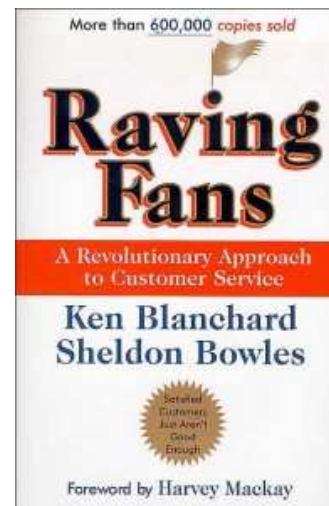
Picture this as the your firm’s website branding slogan:

Our Service is No Worse Than Other Law Firms

Blanchard and Bowles suggest a simple three step approach;

1. Decide what you want:
2. Discover what the customer (client) wants; and,
3. Deliver the vision, plus one.

Raving Fans is an inexpensive 132 pages guide to addressing the concerns raised by corporate general counsel, and should be required reading for every lawyer in your firm.



If you want more specific ideas, go back and read a blog I posted a couple of years ago: [The Way I Tried to Make Our Client “Raving Fans:” It Just Might Work for You.](#)

Cordell Parvin Blog

DEVELOPING THE NEXT GENERATION OF LAW FIRM RAINMAKERS

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.