

## [What Determines the Quality of Your Law Practice?](#)

By [Cordell Parvin](#) on February 7th, 2013

I saw this [Tony Robbins](#) quote recently:

The quality of your life is the quality of your relationships.

Doesn't this quote also apply to the quality of your law practice? It certainly did apply to my law practice. How about yours?



How can you best create a quality relationship with a client? I say:

1. Learn as much as you can about their business and them personally.
2. Make and keep promises.
3. Help their businesses succeed in ways that have nothing to do with law.
4. Get to know them, their families, their staff.
5. Spend time together in person.
6. When you are together, *listen, really listen.*

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