

[8 Ways Your Firm Will Benefit from a Client Development Coaching Program](#)

Posted by [Cordell Parvin](#) on August 3, 2011

As you may know, I set up a client development coaching program for new partners in my old law firm. We set a goal of doubling the total business of the new partners in two years. After we achieved the goal in one year, I decided I wanted to work with lawyers on client development full time.



This year I am doing a series of presentations for [Legal Marketing Association](#) (LMA) chapters on how to set up a wildly successful client development coaching program in their firm. (if you look over at my speaking engagements you will see I am doing a program in Atlanta in October.) I am speaking to the Dallas chapter in September.

Knowing that even if I give a brilliant presentation, the legal marketing professionals will go back to skeptical firm leaders and partners, I concisely share what a firm should experience from a coaching program. Here is my short list:

1. INCREASE FIRM REVENUE AND PROFITABILITY
2. Make its next generation of partners and firm leaders more focused on client development.
3. Develop individual and group responsibility and accountability.
4. Make client development a greater part of the firm's culture.
5. Help each lawyer in the program determine the client development efforts that will work most effectively for him or her.
6. Ensure that each lawyer in the program is taking action.
7. Increase business with existing clients and to bring in new clients.
8. Enable lawyers within the program to get to know each other better, to work effectively as a team, and to collaborate on their client development efforts.

If you have a partner who is interested in teaching and coaching lawyers in your firm, you have a great opportunity to create a wildly successful coaching program.

P.S. if you are a legal marketing professional in a city where I will be speaking to your LMA chapter, I urge you to bring your most skeptical firm leader to the program with you, or better yet, bring the lawyer who wants to be the coach in your firm.

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.