

## [Do Your Clients Care About Your Coffee?](#)

By [Cordell Parvin](#) on December 7th, 2012

Compared to the quality of your legal work and your client service, your coffee is a really small thing, right? Even if it is a small thing, every interaction with a client, including your coffee, is important.

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I have been blessed to work with lawyers at [McCarthy Tétrault](#), one of the top Canadian law firms. Their lawyers are outstanding, and so is their staff.

When I am in Montreal, Rosa or Kim serve me a latte, just the way I like it. McCarthy's food services team is outstanding in all their offices. In Toronto, I especially like the fresh vegetables served at lunch.

I thought of coffee recently when Nancy and I stayed at the [Grand Hyatt Kauai Resort & Spa](#). The rooms were outstanding, the multiple pools were extraordinary and the staff was friendly and helpful. I rate it at the top of the many Hawaii resorts where we have stayed.

But, I had one small suggestion for the hotel when I left. They need to upgrade the coffee. In our room we had one of those plastic single pod machines with paper coffee cups. The coffee was not very good.

When I stay at Fairmont Hotels they provide a Nespresso coffee maker in the room and I can make espresso or regular coffee. Fairmont in room coffee even made the news: [Fairmont Chicago Now Offers Swanky Nespresso Coffee](#).



What is the point? Every interaction your firm has with clients makes an impression. Your clients will come away thinking your firm is remarkable, ordinary or not so good. Potential clients will not decide to hire your firm because of its coffee and food service. But, it provides one more opportunity to create a positive impression.

BTW: If you come visit me at my office, I can make a latte for you.

**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).