

[Lawyers: Here are 10 Easy Client Development Tips](#)

By [Cordell Parvin](#) on October 30th, 2014

Annual surveys reveal that clients are not pleased with the service they receive from their law firms. Here are 10 easily implemented client service actions to improve service:

1. Responsiveness: promptly responding to phone calls, email, and correspondence.
2. Accessibility: being a team player.
3. Understanding: Asking the important questions and actively listening.
4. Connecting: Making personal visits.
5. Billing with clarity and accuracy.
6. Stability of your representation team.
7. Getting feedback from clients on how you can improve and responding proactively.
8. Understanding the clients' industry, company and the needs of the individual client representatives.
9. Seeking to uncover potential client problems, opportunities and changes and develop solutions to handle them.
10. Going the extra mile and doing more than expected.

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.