

Lawyers

A QUALITY RELATIONSHIP WITH YOUR CLIENT IS WORTH IT



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Marketing

Forging a compassionate and personal relationship with your client may earn more respect and long-term dividends than concentrating on search engine rankings. It is no surprise to hear that many people do not fully trust lawyers, even though they end up having to use them.

One of the reasons for this lack of trust is the attitude that the lawyer has with his or her client. A large number of law firms either have no website, or a poorly designed, unengaging site. Like any other business, client retention is the most important goal.

Clients need to know that their concerns are being taken seriously by their lawyer and respond favourably when their lawyer treats them as a human being rather than just another client.

Here are some of my personal ideas:

Let's start with your own websites. If your home page seems clinical, technical and uninviting, perhaps this is the time to make it more personal and inviting. The key is to engage with your potential client so that he or she really thinks that you care about their legal problems.

Make yourself available

A well-placed telephone call from you or another member in your firm from time to time throughout the period of engagement can make your client think that you respect his or her interests. Sometimes it is a matter of making yourself more readily available so that your client doesn't have to contend with answer phones every time a call is made. You could lose a client if you allow this to happen.

Don't just send a bill, make a personal phone call. Additionally, when it comes to a monthly bill payment, personal communication between you and your client will work well for you and will ensure a favourable outcome. It is the personal approach, where the lawyer genuinely shows concern for his or her client's circumstances which is going to pay dividends in the long term. This is when a satisfied client will recommend your firm to friends, colleagues and family.