10 CLIENT RELATIONS TIPS

1. Reduce your fee agreement to writing and then also discuss the agreement to be sure its contents are fully understood. Explain how expenses are determined - in detail.

2. Verify your clients' communication preferences during the intake process. Try to communicate with them through their chosen platform and with their expected frequency.

3. Surprise your staff with gift cards or a catered lunch when you see them go above and beyond for a client or if they consistently assist you with providing great client service.

4. Use plain language and short sentences in your correspondence with clients. Make every communication as clear as possible.

5. Survey your clients to confirm their level of satisfaction. Ask them to help you identify ways that you or your firm can improve. It's easy to accomplish this with free online tools such as www.surveymonkey.com.

6. Inform current and former clients of new laws or cases that could affect them or their business, even if a new development is not relevant to matters currently being handled.

7. Ask your staff to hold your calls when meeting with a client.

8. Provide your clients with a list of contacts that they can reach for billing or general non-legal questions.

9. Learn to identify your client's communication style by reading about DISC personality assessments. Information can be found on many sites, such as www.discprofile.com/what-is-disc/overview/.

10. Make your expecations clear to your front-office staff regarding how they should greet clients as they come into the office.