

AVOID BUSH LEAGUE MISTAKES

When I was playing baseball we used to refer to those who were not at the top of their game as "bush leaguers."

Here are some bush league mistakes lawyers make in client development.

1. They lack integrity and credibility.
2. They convey they are most interested in what they can get from the relationship.
3. They talk too much and don't actively listen.
4. They treat all clients or client representatives as if they are the same.
5. They don't know their client's business, its industry or what the client values.
- 6 They assume information they do not know.
7. They pay the same attention to long shots that they pay to clients and sure things.
8. They are unable or don't see things from the client's perspective.
9. They do not get to know the client representative on a personal level.
10. They over promise and under deliver.

In your client development efforts you never want to be viewed as a "bush leaguer." The 10 examples above happen every day, yet they are simply common sense. If you put yourself in the client's shoes, you will avoid these.