

RETAIN YOUR CLIENTS

A Roadmap to Effective, Ethical Client Service



Many lawyers forget that law is a service profession. Studies show that the most frequent reason for losing clients is poor service. And retaining clients in a volatile economy is crucial to your practice. So

how do you make sure you're providing the best service?

This seminar will provide you with the tools you'll need to consistently deliver exceptional service, retain and develop more business from current clients, and increase referrals. You'll also earn ethics credit while you learn to:

- Apply best practices that will exceed client expectations
- Eliminate the most common causes of client dissatisfaction
- Deal effectively with all types of client complaints
- Handle angry clients
- And much more

Classic movie scenes illustrate and underscore the program's principles to help you gain a competitive edge through excellent service.

Satisfy your clients *and* your ethics requirement.

course outline

- Are you sure your clients are satisfied? How do you tell?
- How do clients evaluate you? What can you control?
- Service-related ethics rules overview
 - Rule 1.2 Scope of Representation
 - Rule 1.3 Diligence
 - Rule 1.4 Communication
 - Rule 1.5 Fees
- Addressing client complaints
 - "Why did this happen?" (Rules 1.2-1.4)
 - "This is taking forever!" (Rules 1.3-1.4)
 - "Why did this cost so much?" (Rule 1.5)
 - "I don't like being treated this way." (Rules 1.3-1.4)
- What you can learn from the movies (Rules 1.2-1.5)
 - lawyer/client relationships
- How to handle an angry client (Rules 1.2-1.5)

"Excellent presentation; his effective use of video clips is a welcome change of pace from the typical 100% lecture format."

"Roy was fantastic. He is very knowledgeable and credible based on his variety of experiences practicing law and being a client himself."

"Your presentation was engaging and got me to rethink how to serve my clients. It was truly an inspiration!"

"Finally - an ethics program that contains useful ideas for my practice."



Roy S. Ginsburg

Roy Ginsburg is a lawyer coach who works with attorneys across the country to help them achieve practice goals and career satisfaction. Like the people he coaches, Roy is a lawyer. He has practiced for more than 30 years – in law firms large to small and as in-house counsel.

As a currently active solo with a part-time practice in legal marketing ethics (with Thomson Reuters as a client) and employment law, Roy is completely familiar with the challenges working lawyers face every day.

Roy is a skilled, popular and accredited CLE speaker who regularly presents programs nationwide – on business development, client service and career management – to bar association and law firm audiences. www.royginsburg.com



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