

BEST PRACTICES IN CLIENT SERVICE

Enhance Your Job Security



How in-house counsel can add value and promote their own job security

Providing exceptional client service is not strictly the domain of outside counsel. As an in-house attorney, it's to your advantage to keep internal clients satisfied. Excellent service enhances your value to the organization. In this session, scheduled conveniently at your company, you'll learn ways to raise your standard of service and reap the results.

- Improve your department's perceived value in ways that will enhance your job security
- Learn the attributes your clients care about most
- Develop tactics that minimize the "you can't do that" perception of your department
- And much more

Satisfy your clients and your ethics credit requirement.



course outline

- Are Your Clients Satisfied? What Makes You So Sure?
- How Do Your 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
 - Rule 1.13 Organization as Client
- Addressing Client Complaints
 - "It wasn't supposed to turn out this way." Quality (Rules 1.2-1.4)
 - "This is taking forever." Time (Rules 1.3-1.4)
 - "Why did this cost so much?" Price (Rule 1.5)
 - "I don't like the way I'm being treated."
Interpersonal skills (Rules 1.3-1.4)
- Just Like in the Movies—Lawyer/client relationships on the big screen
- Genuineness and Attitude —
How to create this winning combination
- Up in Arms—How to handle your angry client



Roy S. Ginsburg

Roy Ginsburg is one of the most experienced attorney coaches in the country who still practices law for a select group of clients. He helps lawyers nationwide achieve practice development goals and career satisfaction, and provides outplacement counseling for lawyers who are in between jobs. In his solo practice, he is legal marketing ethics counsel to *Minnesota Law & Politics®* and *Super Lawyers®*, and FindLaw, a Thomson West company.

An attorney for more than 25 years, Roy has worked in large and small law firms, and as in-house counsel in corporate legal departments. This well-rounded perspective benefits coaching clients no matter where they practice.

Roy is also a frequent CLE speaker. Bar associations and law firms all across the country sponsor his popular programs, which are all designed to help lawyers create successful and satisfying careers. www.royginsburg.com