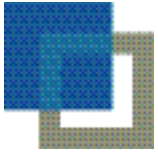


RETAIN YOUR CLIENTS

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?
- Service-related ethics rules overview
 - Rule 1.2 Scope of Representation
 - Rule 1.3 Diligence
 - Rule 1.4 Communication
 - Rule 1.5 Fees
- Managing client expectations (Rules 1.2 - 1.5)
- 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)
 - "Don't treat me this way!" (Rules 1.3-1.4)
- What you can learn from the movies (Rules 1.2-1.5)
- 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, a practicing lawyer for more than 30 years, is an attorney coach and law firm consultant. He works with individual lawyers and law firms nationwide in the areas of business development, practice management, career development, and strategic and succession planning. Roy also runs a part-time solo practice that focuses on legal marketing ethics.

More than 50 bar associations across the country have sponsored Roy's popular CLE programs. He also guest blogs at popular law-related websites such as attorneyatwork.com, lawyerist.com, and myshingle.com.



ROY S. GINSBURG, J.D.

Strategic Advisor to Lawyers and Law Firms

phone: (612) 812-4500

roy@royginsburg.com www.royginsburg.com