# Top 10 Client Development Tips

***Presenter: Scott Love – Owner, The Attorney Search Group, a member of the Sanford Rose Associates® Network of Offices***

Scott Love is the President of The Attorney Search Group and a member of the Sanford Rose Associates network of offices. His office is a boutique legal search consultancy with a focus in placing attorney partners in the greater Washington, DC, area. Since 1995, Scott has placed key talent in legal, construction, IT and sales roles. As a professional speaker and trainer, Scott Love shortens the learning curve of new recruiters and sales people and helps experienced ones break through their barriers and reach their full potential.

Scott has authored three books, produced hundreds of video training courses and has been quoted in the Wall Street Journal, Selling Power Magazine, and dozens of trade journals and business publications around the globe. Over 4,500 recruiting and staffing firms from over 35 countries have invested in his tools and systems.

In this presentation, Scott shares his top ten client development tips to help you close more business.

## Meeting: "Top 10 Client Development Tips" by Scott Love

**If you are reviewing this episode with a team, watch the entire Episode. Use the notes below in both weeks to identify the gaps between knowledge and application.**

**Facilitator:** No matter how long you have been in the business, there will always be a gap between knowing and doing. And although the difference between the two words is just a few letters, that gap between knowing and doing can leave hundreds of thousands of dollars of missed opportunities on the table. Chances are, you have heard of most of Scott's Top 10 Tips. The question remains: which of them are you not doing to the level you should? Select one or two of the following tips and focus on implementation over the coming weeks. One small focused effort each day can yield huge changes over time!

**Tip #1: The MPC Approach.** Most are familiar with the concept of sharing a potential individual to a potential client in hopes of not only securing an interview for that candidate, but also demonstrate your credibility and capabilities as evidenced by the type of candidate you can present. The candidate is leveraged as a "hook" to interest the client early in the conversation and compel them to continue the dialogue. This is a proven technique that allows you to demonstrate the quality of candidates with whom you work. But within this tip, Scott also shares the most likely sources for future business. Take a look at this list below; what do you commit to doing within each of these groups to secure more business?

- What are you not doing (but know you should and could) to secure additional work from existing clients? ________________________________________________
- What can you do to more frequently touch the people/clients that you know, but who you have not yet done work with? ________________________________________
- What would you like to start doing more often to increase the number of referrals you receive? ____________________________________________________
- What can you do to increase the level of familiarity when you call new prospects? ______ ____________________________________________________________
- How can you make cold calls less cold? ______________________________

**Tip #2: Ask for business.** Simply put, words matter! Consider the difference between the picture painted when describing something as a "job" versus an "opportunity" or the picture painted by calling someone an "employee" versus a "colleague" – how are you using language to elevate your relationships?

In Scott's example, revisit how you are asking for business. Instead of asking a client if they have any needs or what future openings they may have, consider this instead: *"I am seeing some movement of some very talented people in the industry. If there was someone I saw that I should call you and tell you about right away, what type of person would that be?"*

**Tip #3: Create a blog.** Blogging is a fantastic social media tool, but one that can be overwhelming to figure out where to begin. If you hate being creative or are a poor writer, blogging is probably not the social media for you – but consider outsourcing to someone with this skill set and still capitalize on the intent behind being perceived as an industry expert.

If you are interested but don't know how to get started, start with one post! This is your chance to educate your marketplace on trends, share tips on staying valuable to your company, and other insights! Pick a subject that you are excited about, but also that (most importantly) your audience would be interested in reading. Create regular posts, and create a shortcut on your signature link driving people to your blog website. This can be a great way to communicate with your marketplace in a more casual, friendly, and weekly basis.

If interested in executing this tip, list some subjects you feel would be the easiest and most beneficial to write about: ______________________________________________

______________________________________________________________

______________________________________________________________

**Tip #4: Email campaigns.** Overwhelmed with all the possible ways to stay in front of your market and don't have enough time in the day? Next Level Marketing Communications (www.nlmarcom) provides this service for numerous firms in the search industry; don't let being busy keep you from being innovative! A newsletter is a unique way to build your branding, deliver value to your marketplace, and keep your name and email in front of your audience. Once a newsletter is created, it can be an easy template to use over and over again – while just updating the content. Remember to just start somewhere; create something simple at first – some industry insights, an informative article, and testimonials from recent placements. Get it up and out of your inbox – once you've sent the first one, you'll find that it's much easier to make a part of your routine!

If interested in executing this tip, list some subjects and types of content that you would like to include: ______________________________________________________

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**Tip #5: Strategic Alliances.** Who can benefit from knowing you? Who can you refer business to? http://www.imcusa.org/ is a resource Scott shared as a means of introducing yourself to management consultants who can perhaps partner as a referral partner. What are some places, networks, or people you can reach out to for strategic partnership opportunities? ____________

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**Tip #6: Press Releases.** Do something worth mentioning? Mention it! Create a press release for noteworthy placements, professional accomplishments or milestones, or notable new recruiters/client managers joining the organization. Think through the last year of accomplishments for either you or the organization – what did you not brag about that you'd like to? ______________________________________________________________________

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**Tip #7: Get Quoted.** Just like recruiters are always on the lookout for good candidates and new clients, trade magazines and industry publications are always on the lookout for new material to publish that will make their readers value the site/magazine. Once you've identified the best and most utilized sites and publications for your marketplace (more than likely by asking your marketplace), reach out to those publications with the offer of a free article. You've got one shot to make a good impression – so spend some time on your piece before you reach out to editors. This is a great time for you to start to use some of the Market Research information that you've compiled throughout your phone calls, since it is information that only you have.

Once you've reached out to your target publication(s), it's an ideal time to consider ad space around your article as well. Consider either purchasing space or negotiating for free space in return for your article contribution. A great rule of thumb is to have an ad on the site or in the publication for the month prior, during, and month post your article's release.

What publications would you like to reach out to? ______________________________________

______________________________________________________________________________

**Tip #8: Warm Leads.** Make a list of all candidates you've placed, or had interview, in the last several years and hiring managers you've worked with recently. Ask them for leads!

What questions do you want to ask candidates when you reach out? ______________________

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What questions do you want to ask hiring managers you've successfully placed individuals with in the last few years? Get creative and go beyond "*do you have any needs*"! __________________

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**Tip #9: Candidates who turn you down.** Turn a "no" into a lead! Use happy candidates to facilitate an introduction to hiring managers. Scott suggests the following: *"The way you describe your employer is remarkably familiar to the quality of organization that we would include in our cadre of clients. Who should I speak to in order to move things forward?"*

**Tip #10: Reference Checks.** Reference checking is a great way to make a warm call into a new company. The call itself is one that is easily executed, because you will not encounter much resistance when you are calling to facilitate a reference check. You then build credibility because this prospective client now knows the caliber of both candidates and opportunities that you represent. However, most hiring authorities are savvy to this approach, and Scott shares his script for flipping the call in a distinct manner: *"I am seeing some movement of some very talented people in the industry. If there was someone I saw that I should call you and tell you about right away, what type of person would that be?"*