

CLIENT BLITZ



45-DAY
Challenge

Everyone knows how important it is to maintain existing client relationships, but how often do you take time during your busy day to reach out to clients outside of billable work? For the next 45 days, we are launching an all-out blitz to encourage you to get out there and talk to your clients. By communicating with clients in a thoughtful way and through targeted and strategic messaging, our goal is to obtain new business from people who already know how great we are!

Challenge **RULES**



The challenge will last exactly 45 days.

There is no maximum number of points so we encourage you to get out there as often as possible.

You are allowed to partner with others on blitz activities. If more than one person is involved, each person receives the same number of points and points are tallied by individual.

You must notify Ashley Tenney of all blitz activities so she can update the scorecard. The scorecard will be shared every Friday afternoon by 5:00 PM Eastern.

SCORING

15 Points:

- Visiting a client at their office
- Introducing a client to members of the firm in other practice areas for cross-selling opportunities
- Hosting a dinner for several clients with similar interests to further expand their network
- Obtaining client feedback on performance through phone call or online survey
- Recommending ways to help your clients reduce their fees

10 Points:

- Taking a client out to eat or for drinks
- Taking a client to a sporting or networking event
- Taking an associate who regularly works with a client to an in-person meeting
- Introducing a client to a potential customer or another client who they may benefit from knowing
- Meeting an executive at a client company that you do not already know

- Writing an article with a client
- Speaking at an event with a client

5 Points:

- Offering a free workshop or seminar to a client on an issue of concern to him or her
- Nominating a client for an award and working with them on the submission
- Calling a client just to catch up and see what is on their mind

2 Points:

- Sending an MLA advisory to a client with a personal note about why you think it is relevant to them
- Sending an article that would be of interest to a client with a personal note
- Sending a letter of thanks/appreciation for how much you value their relationship
- Inviting a client to an upcoming firm event



IF YOU DO OUTREACH NOT COVERED IN THE ABOVE, PLEASE LET ASHLEY KNOW AND SHE WILL ASSIGN THE APPROPRIATE POINT VALUE TO THAT ACTIVITY.

Good luck!