

Getting partners thinking marketing

Author Ann Lee Gibson

1. What's one thing you do consistently that helps you attract new business?
2. What do you think is the secret to retaining good clients?
3. If you could represent any company that you don't currently represent, who would that be and why? (This is a serious question. You should write down everything they say!)
4. How do you recognize a client you **do not** want to attract?
5. If you could acquire or improve one business development skill, what would that be?
6. Can you describe a successful business development mentoring experience you had as an associate? (If they don't report any great mentors, ask ...) How could partners in the firm provide business development mentoring to the firm's associates now?
7. If you have a favourite client, who is it? What do you think makes that relationship so successful?
8. Describe an "alternative pricing strategy" that you have used with at least one client that was very successful from both the client's and the firm's perspectives.
9. What has been your most successful relationship-expansion experience, i.e., describe a client relationship in which you represented the client in your area of expertise and then helped expand the firm's representation beyond your area of expertise.
10. Can you describe a client with whom you work that has an obvious need for much more help/services from our firm? What are those additional needs?

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