



April 2015

Make Your Client Base Work for You



By Don Lane

What is a client base? A client base is your group of individuals who are constantly using your services to help “their clients” who then become your clients because you are able to help them. A good, solid customer base can be the key to making your business/niche successful even during a recession.

Many articles have been written about finding and cultivating potential clients. This includes using the yellow pages to phone attorneys who may have clients who need funding or even better, the law firm itself may need funding.

Other methods include working with car repair facilities, medical device suppliers, and of course networking. These and many other methods of finding clients are only one piece of the marketing process.

The part of marketing for clients that becomes very important once you find them is “keeping them aware and interested in

your program”. The challenge to you is finding ways to make your base productive.

TOOLS TO KEEP YOUR CLIENT BASE PRODUCTIVE

As you begin to get clients funded that you found through law firms, it is important to get your name and company name ingrained in their “clients who are strained financially” arena.

Secondarily, you need to make sure you are the first one they think of when a client of theirs says the magic phrase “I am running out of funds so you need to settle my case now!” Remember, you have already told the



April 2015

law firm staff that by getting the client some funding the attorney has more time to work the case and get the client a larger settlement and in turn, the attorney earns a larger fee.

THE KEY TO RECOGNITION IS TO MAKE YOUR NAME AND COMPANY NAME SPECIAL

You can make this familiarity with you and your company work by using some very easy but useful tactics.

First, meet and talk with as many attorneys as you can at Chamber meetings and other business networking events.

Remember, listen 80% of the time (people love to talk about themselves) and talk 20% of the time. The key to recognition is to make your name and company name special.

Making you stand out can be accomplished in several different ways. When you meet new clients and are given their business card, take a moment when your conversation ends and write something about the client on the back of the business card.

It may have been as simple as that she is going on vacation to Hawaii next week. You

certainly can use that as a tool to get a second conversation with her by calling in two weeks and asking about the fun she had in Hawaii.

Another effective tool is simply writing a “thank you note” when a client is referred to you.

This note should have the person’s name that was referred to you for clarification and your sincere desire to continue to help in the future. If it is a law firm, sometimes it is even helpful to send a note to both the paralegal and the attorney.

PARALEGALS CAN AFFECT YOUR BUSINESS IN A BIG WAY BECAUSE THE CLIENTS USUALLY TALK TO THEM VERSUS THE ATTORNEYS FOR DAY-TO-DAY BUSINESS

If you are not getting referrals from a particular law firm after several months send a general “how are you card” with information on how you can help financially strapped clients in the card.

This works well if you can also get a short meeting in person. Then you can give them some brochures that will hopefully be used in the future when those types of clients surface.



April 2015

The in-person meeting is also important because it allows you to survey their office.

What you see in the office needs to be written down immediately after you leave the law firm. This is important because you will see what they are interested in whether that is boating, car racing, kids' sports, hiking, etc.

WHEN YOU WORK WITH THE OFFICE STAFF ALWAYS TRY TO LEARN A LITTLE ABOUT THEM SO YOU CAN USE THAT INFORMATION WHEN YOU WRITE THEM

You can then use this when you write the attorney and thank them for their time but also include a little side note that you noticed they liked to hike in the mountains and you just completed the "Cactus to Clouds" hike in southern California in the San Jacinto mountains.

When you work with the office staff – particularly the paralegals, which are the hardest working groups in the entire law office – always try to learn a little about them so you can use that information when you write them.

Remember, paralegals can affect your business in a big way because the clients

usually talk to them versus the attorneys for day-to-day business.

A client will normally tell the paralegal that they are financially drained before they tell the attorney. If the paralegal knows and likes your company, then you will probably get the nod to help the client.

MAKE IT PERSONAL

The process of lawsuit financing is a relatively impersonal process. To be successful, it is important to try and "personalize" some of what you do.

Certainly, there are parts of this funding process that will remain impersonal but the more of "you" you can add, the more clients it will lead to.

MAKE IT PERSONAL WHEN POSSIBLE AND CONTINUE THE RELATIONSHIP EVEN WHEN NO BUSINESS IS SENT YOUR WAY

This is only part of the marketing process but most individuals tend to forget to build relationships with the people they are working with.

I can tell you from experience that relationship building will give credibility to you and your company.



April 2015

This is something that can only help you become successful. Make it personal when possible and continue the relationship even when no business is sent your way.

Don't forget, one of the reasons for building relationships with the people at the law firms

is to work towards building credibility so they will eventually send clients your way.

Remember, work hard, but play harder!

Don and Paula Lane own Condor International Financial Services and Desert Funding. Their websites are www.condorfunding.com and www.desertfundingresources.com. They can be reached at 330-509-5096 and at (330) 406-0237, and by e-fax at 330-232-8688. Their e-mail addresses are Desertfundingres@aol.com and Don@Condorfunding.com