

Best Practice Tips — Referrals

Referrals are a good source for prospective client leads since many people tend to prefer to do business with someone who has provided good work for others.

These are eight best practice tips to help increase your referral rate.

1. Consistently provide top-notch service along with top-notch work. Top-notch service means delivering what the client wants, when they want it. This entails a “no surprises” system of clear and consistent communication, no over-lawyering, work delivered on or before deadline, and on or under budget.
2. Remain in touch with current clients and contacts even if you have to schedule reminders in order to do so.
3. Establish cross-referral relationships with non-competing firms and lawyers.
4. Build cross-referral relationships with non-legal professionals and businesses that have a similar client base. For example, personal injury lawyers often cross-refer with health practitioners while tax lawyers often cross-refer with professionals in services sectors such as accounting, actuarial, financial planning, real estate, etc.
5. Secure speaking opportunities with local business organizations and offer a complementary 30-minute legal consultation relative to your area of practice to attendees. These complementary sessions may result in new clients for you or enable you to provide a referral.

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6. Host business networking events, and invite clients, prospects and contacts to meet each other as part of a mutually beneficial connection network. Acting as a host enables you to be a connector, which strengthens your reputation and network.
7. Use LinkedIn to connect and network with other lawyers and legal professionals. Being an active online participant can influence others to contact you directly.
8. Send a personal Thank You note when a new contact or client is referred to you. In addition to good manners, this signals your referrer that his or her good opinion of you is as important to you as their recommendation.