



5 tips to add value to your client's business



5 ways you can immediately add value to your client's business

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We all get it: "Value" is created from your client's experience interacting with you. QED, if you want to differentiate yourself from the crowd, then you need to be providing a better client experience (CX) than your competitors.

But that's easier said than done.

Because, value is subjective and so everyone's view of value is different.

At GSJ we get this. So, to help you on this journey we recommended the following 5 core skills be central to all the dealings you have with your clients.

Be commercial

Most professionals we deal with are technically excellent. But technical excellence is a long way removed from "commercially minded" – and in the eyes of clients these days, "commercially minded" trumps "technical excellence".

So, if you need to know if the advice you are giving is technical or commercial, ask yourself the following:

Do you have an active understanding of your client(s), its/their business needs and competitive environment?

Are you mindful of the implication on your client's business of the advice you are giving?

Are you willing to be flexible with your approach?

Can you anticipate your client(s)'s needs before they arise?

Bonus point:

Are you looking for ways you can refer work to your client(s), rather than just expecting your client to refer work to you?

Work collaboratively

Collaboration is a key buzzword these days. Being collaborative will be a differentiator over some of your competitors. So how do you achieve this?

You can work collaboratively by:

setting goals with your client and working with them towards those goals;

asking your client to provide you with any relevant inside information you may need to help you in your decision-making;

having a shared culture - and shared values - with your client;

working with your client's other advisors to identify and resolve any risks the business may face but not have seen themselves;

via your in-depth understanding of the industry/sector/business, offer more creative and cost-effective solutions to problems the business is facing;

support your client with the implementation of new initiatives to the business;

share the responsibility with your client(s) for any success or failures;

share with your client, any information you have that will help them work more collaboratively with you, such as library resources, precedent documentation and billing information.

Engage with your client

We can always get better at engaging with clients. Some easy wins here include:

When you get an email from your client, call them back rather than just responding by email.

Now we are back in a post-COVID world, schedule monthly/quarterly/half-yearly meetings with your client to talk through work-flow issues and issues affecting their business or which may affect the business going forward.

Don't just talk, listen! By listening, you're far more likely to hear the needs and concerns of your clients than if you do all the talking. Two ears/one mouth: 80% listening, 20% talking.

Make each encounter you have with your client meaningful. Keep in mind that their time is precious too so don't just ask for a coffee!

Send tip-bits of information you may read (in the news or magazines) about your client's business or its competitors with an ICYMI (In Case You Missed It) email.

Take every opportunity you can to seek feedback from your client on your current performance and where you might improve (and we can all improve!).

Call your client at the end of the week or before a holiday season to make sure they are not likely to have any pressing issues over the weekend/holiday that you can assist with.

Acquire new skills

To better service your clients in today's market, you need to be up-skilling them on the risks they face day-to-day.

This can be done in the way that you provide your legal services, but a better way of achieving this goal is to provide very tailored training to the individual needs of their business – including sharing risk matrix checklists!

Commit to your client

Our last tip at GSJ is this: If you are not totally committed to your client, why should you expect your client to be totally committed to you?

So, live their world. And let them into yours.

If you have a favourite charity, let them know. If they have a favourite charity, contribute.

But look at other ways you can make this happen; for example, a shared grad program anyone?

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