

YOUR CLIENTS' NEEDS ARE SHIFTING IT'S TIME FOR A PLAN



It's all about client relationships. If you aren't investing in the relationship, you run the risk of losing your client to someone who will. Think beyond the day-to-day work and create a productive cycle of relationship building that will be your road to sustainable revenue growth.

WICKER PARK GROUP CLIENT RELATIONSHIP ROADMAP

HOW IT WORKS

The **Wicker Park Group Client Relationship Roadmap** is a systematic approach to building long-term, profitable relationships that are critical to a firm's continued success. Use this resource to establish a coherent team view of the client relationship, provide an agreed basis for decision-making on strategy, engage the team, and achieve client-related objectives.

WHAT IT INCLUDES



5-MODULE CLIENT PLAN PROCESS

Use these five step-by-step modules to gather and organize critical insight on client relationships. Think beyond the day-to-day work and, over time, create a productive cycle of relationship-building activities that monitor progress against objectives.

BEST PRACTICES & TIPS FOR ADDING VALUE

In an era when experience and skill only get you in the door, proving you can add value to client relationships has become as important as the quality of the legal work provided. Use this resource, including client relationship data collected over the past decade, to outline and identify specific ways you can make yourself and the firm an invaluable resource.

CLIENT PLAN TEMPLATE

Use the Client Plan Template to assemble the insights and objectives gathered from the Client Plan Process into an actionable plan customized to each client relationship.

To learn more about the Client Relationship Roadmap, contact:
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