

Managing Relationships Strategically



30-day Kickstarter Plan

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Most Common Questions

How do I make the ask?

How do I make the close?

How do I get on the short list?

How do I ask my client for more business?

How do I turn a friendship into business?

Most Important Question

Have I *earned* the right to ask
for the business?

Relationship Spectrum



Create

I don't have a network



Build

I have a solid network but they don't generate business.



Expand

My network generates business. If only I could find more people like this.



Nurture

I have a great network that helps me generate business but I don't do enough for them.

Relationship Kickstarter

Who

- Size
- Quality
- Business Potential

What

- Connections
- Information
- Opportunities

When

- Set goals
- Map Time
- Plan for disruption

Cracking the relationship code



Kickstarter Action #1

List 10 people who can help you achieve your goals:

- Your best relationships that you need to do a better job of nurturing.
- People you know who can help you expand your network.
- People you admire and respect and could help you build a professional network.

Kickstarter Action #2

What are ways you can add value to your contacts?

Can lawyers be generous?

Connections

- Business contacts
- Interesting people

Information

- Business insights
- Interest insights

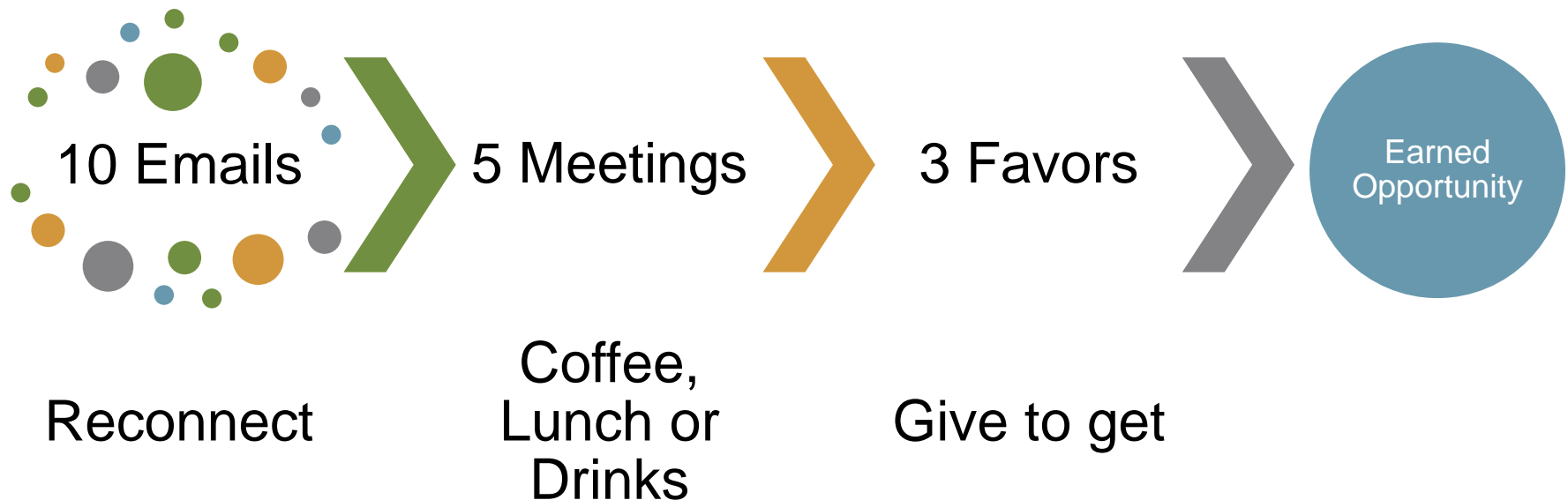
Opportunities

- Invitations
- Referrals

Kickstarter Action #3

Plan the work.
Work the plan.

Relationship Kickstarter: 30-day Plan



Minimum Time Commitment: < 2 hours

Putting it together

Contact: Justin Timberlake

Connection: Mutual MMC Alumnus

Strength of Relationship: B

Last Contact: 2012 MMC alumni event

Known interests: Music, investments in MySpace and Audio Tech

Reconnect email: 1/15 – Saw an MMC marathon playing on the Cartoon network and thought of you. It's been too long. Let's grab coffee.

20-minute Meeting Insight: JT has big plan for re-mastering music catalogs and is looking for investment opportunities.

Next day follow: Great to see you. Thanks for the CD.

Next week follow: Hope you are well. I mentioned our conversation to one of my colleagues and he thought you would benefit from meeting one of our clients in the audio tech space. With your permission, I will connect you.

Five minute favor: Write a positive review of album on iTunes.

Quarterly Ping: Check in to see if he met with client.