

## MKTG 4

# Educating Your Attorneys On Business Development, Marketing And CRM Value

### *Building Buy in - Attorney Questions*



Marketing Technology  
Peer Group



## **CRM – Building Buy-in: Key Questions for Attorneys**

### **Associate Questions (for those on the partnership track):**

1. When you need to call a client or prospect, where do you find their phone number?
2. How do you prepare yourself for a call to a client or prospect?
3. How do you know if someone from your firm has recently spoken to a client or prospect?
4. Do you invite contacts to events or ask them if they'd like to receive firm newsletters and alerts? If so, how do you get those contacts added to the appropriate list?
5. How do you know if one of your contacts attended a firm sponsored event or receives firm newsletters?
6. Do you and/or does your practice group have annual business development goals?
7. How often do you engage in Social Networking?
8. How often do you visit or entertain prospects?
9. How do you measure your progress with a prospect?
10. How do you keep track of your business development activities?
11. When you have to present your business development activity to a partner, how do you gather that information?

### **Partner/Practice Group Leader Questions:**

1. When you need to call a client or prospect, where do you find their phone number?
2. How do you prepare yourself for a call to a client or prospect?
3. How do you know if someone from your firm has recently spoken to a client or prospect?
4. Do you invite contacts to events or ask them if they'd like to receive firm newsletters and alerts? If so, how do you get those contacts added to the appropriate list?
5. How do you know if one of your contacts attended a firm sponsored event or receives firm newsletters?
6. How often do you pitch a client or prospect?
7. Would you benefit from knowing whether or not your colleagues have been involved in pitching a client for additional business, or a prospect for new business? (Would your colleagues benefit knowing the same about you?)
8. How often do you visit or entertain Clients/Prospects?
9. Would you benefit from knowing whether your colleagues have recently met with or entertained a client or prospect? (Would your colleagues benefit from knowing the same about you?)
10. How often do you engage in Social Networking?
11. Would you benefit from knowing whether or not your colleagues are involved in Social Networking? (Would they benefit from knowing the same about you?)
12. Have you, or your practice group established quarterly, semi-annual and annual business development goals?
13. In your capacity as a supervisor/practice group leader, how do you ascertain whether or not your practice group is actively involved in business development activities?
14. How do you monitor whether or not your business development goals are being met?