

Marketing I / Client Care I

Day 1

Morning

What clients want

A brand called you!

Growing your personal networks

Afternoon

Getting and giving client referrals

Developing new business opportunities

Buying legal services

Day 2

Morning

Becoming your client's legal partner

Emotionally intelligent client service

Discovering your personality profile

Afternoon

Networking to attract new clients

Managing client relationships

Innovating with clients

Marketing II / Client Care II

Day 1

Morning

Winning new client instructions

Afternoon

Dealing with difficult client situations

Day 2

Morning

Influencing and persuading clients

Afternoon

Making your partnership case