

Christina R. Fritsch, JD

CRM & Client Success Consultant and Founder of **CLIENTS**First **Consulting**

- 15+ years of experience working together with more than 300 top firms
- Experienced presenter on Technology, Marketing & Business Development topics
- JD Supra Readers Choice Award-winning author
- Fellow, College of Law Practice Management
- Team of more than 100 professionals
 - □ CRM Success consulting
 - ☐ Outsourced data quality and enhancement
 - □ Competitive intelligence



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Today's Agenda

- The #NewNormal
- Strategies for developing business in the #NewNormal
- The importance of technology during #NewNormal
- The Future: what's the next #NewNormal
- Q&A

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Final success tips



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Our #NewNormal

- Mask, social distancing, vaccines...
- Remote work
 - ☐ Deluge of conference calls
 - □ WebEx / Zoom...
 - and more WebEx / Zoom...
 - and more WebEx / Zoom
 - ☐ Sharing space with family members...
 - And kids being home schooled...
 - And our pets...



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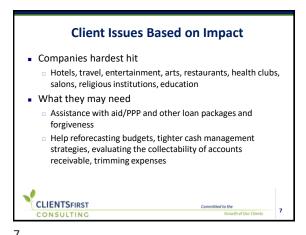
The New Conference Room Operation Covid 19 worked! Allour humans are now staying home with us! CLIENTSFIRST Committed to the

Our Clients' #NewNormal

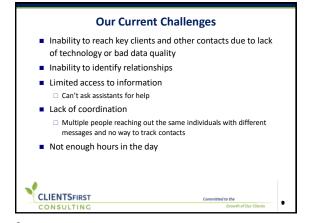
- Many clients are still dealing with a number of issues
 - Closed or partly open businesses / offices
 - Working from home
 - Staff layoffs / realignment
 - Significant losses of revenue
 - Navigating loans
 - Federal and state tax issues / credits
 - Personal or family illnesses
- A great deal of uncertainty about the future



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ERM

■ Creation of contacts from email signature blocks
■ Identification of relationships / who knows whom
■ Gauging relationship strength
□ Identifying the best relationships for outreach

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Additional Essential Technology

Experience systems
Proposal generation
Conferencing / webinars
Podcast platforms and tools
Video platforms and tools
Social media
CI
Transcription tools

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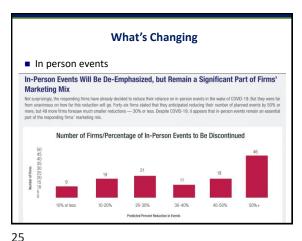
What's Changing ■ Generating Leads Pre-pandemic □ Speaking opportunities □ Conferences □ Writing for publications ☐ Site visits □ In person pitches □ Cocktail parties □ Alumni events □ Sporting tickets, boxes $\hfill\Box$ Adding business cards to email lists **CLIENTS**FIRST

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What's Changing Sponsorships Sponsorship Budgets Set to Plummet in Response to COVID-19 Percent of Firms That Expect to Reduce Spending on Sponsorships **CLIENTS**FIRST

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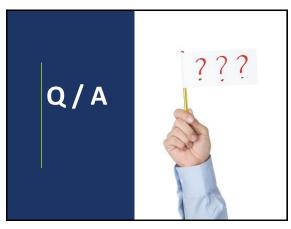
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How Smart Firms Are Adapting ■ Commit to digital □ Research tools / systems / software ■ Focus on data quality ☐ Go through Outlook contacts Deduplicate contacts and lists Research/remove bounces Update/enhance contact info Categorize contacts Add industries to target Identify former clients to reach back out to Determine which clients need which kinds of help Set and assign follow up tasks and activities Coordinate efforts with technology Leverage attorneys' new need for technology **CLIENTS**FIRST

Focus on Content Create / Enhance / Distribute & Share Webinars with relevant insights Explore podcasts / videos Provide free consultations in essential areas Offer free trainings or courses for CLE Share research reports Spend time on social media sharing ideas, posts, articles □ Repurpose content ☐ Produce podcasts or videos using Zoom or other tools **CLIENTS**FIRST © 2020 CLIENTSFirst Consulting

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Additional Tips for Getting Ahead in #TheNextNormal ■ Leverage technology Reach out for help Consultants Software providers AALA friends and colleagues LMA resources Reach out to help Don't forget the Ins / Gifts **CLIENTS**FIRST



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