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**CLOSING IN THE RED ZONE**

May 2010 e-newsletter  
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## May's Feature

### The Keys to Client Relationships

When we lead retreat and workshop seminars, questions often relate to building client retention. "We do high quality work and have achieved significant successes, but follow-on engagements are rare. What else should we be doing?"

Understand their business! Understanding their business is the key to building a long term client relationship. Know how their business makes profits...

[Discover Other Keys To Client Relationships »](#)

### Closer's Group Website - Red Zone Links

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## Attorney Marketing

### Social Networking as a Legal Sales Tool

According to a recent article in The Professional Lawyer by Michael P. Downey, author of The Ethical Quandary blog and partner at Hinshaw & Culbertson, lawyers and staff are using online posts—and in particular social networks—to promote their services, network with colleagues, and share their lives, activities and friendships with others. Downey is quick to point out, however, that law firms can and should take steps to mitigate their risks from such online activity.

[Learn More About Utilizing Social Networking For Legal Sales »](#)

**“ As you ramble on through life  
Whatever be your goal  
Keep your eye upon the doughnut  
And not upon the hole! ”**

*~ Source: Mayflower Hotel Coffee Shop Menu*



## The RED ZONE Approach

The red zone approach applies a football analogy to closing more business as rapidly as possible. By emphasizing organization and execution, our clients can begin producing results within 6 months. Compare this to a more traditional approach which, if it produces new business at all, typically takes 11 to 16 months.

[The RED ZONE Approach »](#)

## Tip of the Month

Squeeze every ounce of ROI out of your legal selling efforts. ROI, or return on investment, is a business term that isn't often found in law firm culture. But lawyers and law firms could benefit from focusing on ROI so as not to overlook prime marketing and law selling opportunities.

With just a little extra elbow grease and a strong drive for closing deals, you can boost the ROI of practically any marketing activity you can think of.

[Increase a Speeches ROI Exponentially »](#)

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