

Client Development for Associates with Cordell Parvin

When do you start?

How clients hire you

How to become more visible

Impact of social media

Tools

- Twitter
- Facebook
- LinkedIn

Listen to the leaders in your industry

Where do you start?

What is your target audience?

Who are they

What do I need to learn

What are you passionate about?

Importance of planning non-billable time

Importance of relationship building

Successful traits

3 traits

- Patient
- Persistent
- Persevere

Plan

- Goals
- Accountable
- Start now

Learning vs learning to do something

Learn to think like clients

Ask what they want

Ask good questions

'Spin Selling'

Practice, practice, practice

