

CLIENT SERVICE—EFFECTIVE AND ETHICAL

—Earn CLE Ethics Credits



How to create

**satisfied clients,
develop business
and avoid facing an
ethics complaint**

Exceptional client service is the foundation of professional success. Your reputation for great service will build your practice. Poor service is the primary source of ethics complaints.

This seminar will provide a comprehensive roadmap to deliver extraordinary service that will help you keep your clients, get more business through referrals, and, at the same time, satisfy your ethics credit requirement. The program offers benefits like these:

- Avoid common pitfalls and apply best practices to satisfy ethical service requirements
- Eliminate the most common sources of client dissatisfaction
- Handle angry clients and avoid ethics complaints
- And much more

Classic movie and television scenes illustrate and reinforce the program's principals

You already have the clients, now keep them!



course outline

Keep your clients happy and earn CLE ethics credits.

- Are Your Clients Satisfied? What Makes You So Sure?
- How Do Your Clients Evaluate You? What Can You Control?
- Service-related Ethics Rules Overview
 - Rule 1.2 Scope of Representation
 - Rule 1.3 Diligence
 - Rule 1.4 Communication
 - Rule 1.5 Fees
- Addressing Client Complaints
 - “It wasn’t supposed to turn out this way.” Quality (Rules 1.2-1.4)
 - “This is taking forever.” Time (Rules 1.3-1.4)
 - “Why did this cost so much?” Price (Rule 1.5)
 - “I don’t like the way I’m being treated.” Interpersonal skills (Rules 1.3-1.4)
- Just Like in the Movies—Lawyer/client relationships on the big screen
- Genuineness, Attitude and Congruence—How to create this winning combination
- The Best Place to Get Business: Your current clients
- Up in Arms—How to handle your angry client
- An Ounce of Prevention—How to reduce or eliminate ethics complaints



Roy S. Ginsburg

For over 20 years, Roy has been fostering client relationships—in large and small firms, in corporate legal departments, and in his solo practice. As in-house counsel, Roy was often a client of law firms, giving him an understanding of the level of service that clients want.

As a member of the Minnesota State Bar Association (MSBA) Rules of Professional Conduct Committee and the Hennepin County Ethics Committee, Roy stays current on ethics issues. He received the 2003 President’s Award from the MSBA for his participation on its Task Force on the ABA Model Rules of Professional Conduct.

As the former President of the Minnesota chapter of the Association of Corporate Counsel (ACC, f/k/a ACCA), a professional organization serving the needs of in-house counsel, Roy gained valuable insight into how corporations perceive the service provided by outside counsel.

Roy’s CLE programs have been attended by thousands of lawyers in a dozen states.