

# HOW TO INITIATE & MAINTAIN CLIENT RELATIONSHIPS

Learn specific steps for initiating and cultivating professional relationships that will enable your attorneys to achieve marketing goals.



Eva Wisnik  
President

Eva Wisnik is the former Director of Recruitment and Training for Schulte Roth & Zabel and Cadwalader, Wickersham & Taft. After 10 years as a recruitment professional, Eva founded a training and placement firm for the legal community. Since starting her business in 1996, she has conducted more than 600 training programs for law firms nationwide, including 74 of the AmLaw 100 firms.

This interactive workshop provides participants with:

- ✓ Specific steps for building and cultivating professional networks
- ✓ Techniques for identifying the key characteristics of target contacts
- ✓ The best places to meet professional contacts
- ✓ How to work a room successfully and maximize networking opportunities
- ✓ A marketing action plan that will provide daily structure for business development
- ✓ Tips for transforming professional contacts in to clients
- ✓ Strategies for focusing on and following up with your most important relationship

