

Being Successful in the Practice of Law

(Achieving and maintaining a competitive advantage)

by

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1. Why long term, effective mentoring is *critical* for success
2. Why *client focus* drives success (for all professional service providers)
 - Know your customer's business** and needs (research, research, research).
 - Listen well.** Listen and learn what your customer needs (may be entirely different from what you're trying to sell).
 - Earn customer loyalty.** Develop a genuine, personal relationship with your customer. After you've earned their trust and respect, let them become your best referral source. Ask for their suggestions, help, references, and referrals
 - After you really know your customer, **ask this tough question** – “Is there anything we/I could have done better in helping you?” (and mean it – even if you may not like the answer)
 - Deliver** more than you promised (and earlier).
 - Always end each face-to-face session with a question** – “Is there anything else I can help you with?”
3. Why it's necessary to understand this is a profession *and* a profit-making business
4. Why ethics, professionalism, and personal integrity will distinguish you
 - Be Honest** – Always. You're known by your character
 - Don't demean** your competition – ever.
5. Why networking, intelligent marketing, and memorable (personal) branding is necessary for success
 - Take nothing for granted.** Start each day as if your future depends on what you achieve today. Old news and old results and successes are just that – old (and boring).

6. Why the development of business will distinguish you
7. Why it's necessary to understand and appreciate the importance of successful internal office practices and mechanics (accurate time keeping, staff relations, case and matter management, conflict checking, etc.)
8. Why outsourcing will continue to affect the profession
9. Why the existing models of law firm practice will continue to evolve – staying ahead of the curve