



10 Questions for Clients and Prospects

1. Ask about ANYTHING interesting that you read in their Annual Report.
2. Ask about recent news stories or press releases. (Avoid asking about bad press). The content is always a good excuse to call the client. Track press via Google alerts or sign up for alerts through the client's Website.
3. Ask about competitors and how they differentiate themselves. It is even better (essential) if you know who their rivals are and can specifically ask about them.
4. Ask about any material events going on with their primary industry association or trade group (e.g., if you are representing a hedge fund, ask them their opinion on the potential replacement for the head of the Managed Funds Association).
5. Ask them what their most significant growth opportunities are in the next 1 - 5 years. (Unlike most law firms, they will have thought about it and will have it in their strategic growth plan).
6. Ask them what mistakes they have made that they hope to never repeat. (Make sure your relationship is evolved such that they will not be offended by this question).
7. Ask about governmental legislation or regulation that currently, or in the future, will impact their business. (Do not ask this unless you already know the answer).
8. Ask how you can help them with their business and personal professional goals. Be sincere and look them in the eye. No matter how uncomfortable you are, be prepared NOT to say anything else before they have an opportunity to answer.
9. Ask what they read everyday, and then read it.
10. Ask what events, meetings and gatherings they make absolutely sure they never miss; then find a way to attend.