

WEBINAR: 10 TOP TIPS TO EXPERTLY MANAGE CLIENT EXPECTATIONS**THURSDAY 13 FEBRUARY 2025 – 11:00 – 12:00**

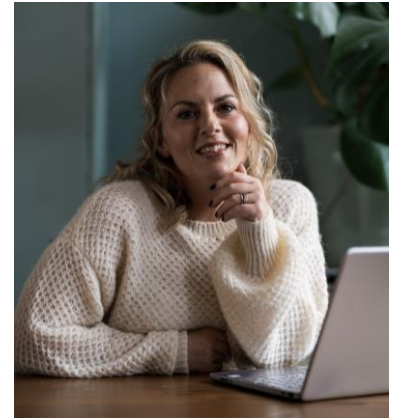
Webinar details:	The platform is Zoom and can be viewed on a mobile, tablet, laptop or PC. The link to join will be emailed to you nearer the time. It would be helpful to download Zoom on to your device beforehand - the app is Zoom Cloud Meetings. Please note that it may not be possible to access your video and microphone if you are remote accessing your office computer - you may want to forward the link.
Cost:	£35 – Member and Associate Members of BDLS/Trainee Solicitor £55 – Non-Member of BDLS
Booking Reference:	620
CPD:	1
SRA Competence:	B SRA Statement of solicitor competence Solicitors Regulation Authority

This webinar will cover:

1. **Do this one thing well & client expectations will not be an issue** - contracting at the outset & how to do it well
2. **The most underused skills when it comes to managing client expectations** - asking questions & listening - to understand what the client wants & what is truly important to them, don't assume anything, ask!
3. **Start with the end in mind** - get super clear on the objectives the client wants - otherwise it's like having sat nav with no postcode, you are unlikely to end up where the client intends! Understand why the case is important to the client & use SMART goal setting to get crystal clear on the outcome the client is looking to achieve
4. **Be human** - connection is key, build a relationship of trust, the client is much more likely to go with your advice & to be ok if mistakes happen etc if they trust you
5. **Be invested** - client's sense when you don't care & if they feel like you don't care, they will lose faith in you & things will quickly go downhill. Treat it like it was your case
6. **Communication is key** - bring the client along with you, a lack of information causes uncertainty & humans don't like uncertainty, make sure you are transparent & communicate regularly throughout the relationship - including when things aren't going to plan, the client will trust you & feel safer & more reassured if you keep them informed & are honest with them.
7. **Under promise, over deliver** - look to create client delight that results in raving fans - and potentially referrals/repeat business
8. **Problem-solve before there are problems** - anticipate what issues might come up in the case & raise them with the client at the outset, i.e. liability, disproportionate costs, adverse cost orders, unfavourable evidence, issues regarding disclosure etc
9. **Be clear about costs** - be crystal clear about the realistic costs involved from the outset & regularly update the client as the matter progresses (be pessimistic, not optimistic, when advising clients regarding costs as it's always better to come in under estimate than over
10. **Tell the client how you work** - the formal client care letter isn't enough to manage expectations - What does it actually look like to work with you? How will you communicate with them? How often? What if things change? What if things are urgent? What if they don't hear from you?

Speaker Profile:

This webinar will be presented by **JESS WIGGINS**. Jess is a Leadership Coach and the founder of IMPACT Coaching. Formerly Deputy Head of a successful law firm in Manchester, Jess brings over 15 years' People and Leadership experience in the legal profession to her work with clients. She knows the legal profession inside out and understands the demands and challenges of a career in law. Not only that but she is a qualified Coach and Group Coach Facilitator with significant experience of coaching and mentoring lawyers and leaders to help them achieve their maximum potential. The Leadership Coaching Jess delivers supports the growth & development of leaders, ensuring they are inspiring, influential and impactful.



Please book online at:

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Course Notes: For environmental reasons, BDLS will no longer be providing printed course notes at lectures. Lecture notes will be emailed to delegates in advance for either printing or accessing via their laptop or alternative device on the day.

Payment for lectures: Please be aware that payment must be received at the office **before** the lecture takes place. Course bookings will only be confirmed upon payment. All payments are to be paid by BACS. No refunds within 7 days of the course.