

Selection Criteria & How Clients Select

1. Subjective Factors

- History
- Compatibility
- Quality
- Strategic Plan
- Communication Skills
- Responsiveness

2. Objective Factors

- Expertise
- Experience
- Staffing
- Budgeting and Billing
- Cost

3. What Impresses Clients Most

- Strong Substantive Knowledge: Teach Me Something
- Communication Skills
- Listening Skills
- Flexibility
- Knowing Others in the Field
- Likeableness, Disposition
- Knowing Your Audience
- Responding to the Right Level of Sophistication and Expertise
- What Turns Clients Off: Non-responsiveness

4. Most Common Mistakes

- Assuming too much
- Not listening
- Failing to be strategic
- Not understanding the business or company culture
- Forgetting to think of what is best for the client
- Controlling access to other talent in the firm
- Overselling expertise