



2015 CPD Training Programme

Client Care - How to Win Loyalty and How to Lose It

23 April 2015 - Registration at 4:15 p.m. with talk at 4:30 pm – 6:30pm
At Restaurant Bar & Grill, Parliament Street, Harrogate
Cost – **£20.00 members / £30.00 non-members**

2 HOURS CPD - accredited - CPD ATI/ICSL

Outline of the 2 hours evening presentation:

We live in an age where client loyalty is scarce and where people and organisations rarely use just one set of legal advisers. It is a well-researched truism that winning a new client costs seven times more (in time and money) than getting repeat business from an established client. Instinctively we know how to foster client loyalty, but day-to-day pressures often make us forget the basic principles. This course provides a timely reminder on how to stop your clients being poached by the competition.

The course will cover:

1. The essential characteristics of client care
2. The top five reasons why clients take their business elsewhere
3. Case study – the worst interpersonal disasters a fee earner can commit; and
4. How to become a trusted adviser and win a client's trust and loyalty.

Speaker Biography:

John Trimbo is a solicitor admitted in England and Wales, and is an Associate Member of the Chartered Institute of Personnel and Development. He studied law at St. John's College, Oxford, and qualified as a solicitor in 1988. He started his professional life with the Treasury Solicitor's Department, before moving to the private sector in the early 1990s. In the mid 1990s he moved to lecturing at the Oxford Institute of Legal Practice before moving back to the City. He has worked as a transactional lawyer and as an in-house training manager.

He specialises in addressing difficult areas like business writing skills, where people sometimes know that they have a development need but are self-conscious about saying so. He runs highly practical workshops with lots of exercises and interactivity, and his clients appreciate the way that he deals with serious issues with wit and good humour. When he went freelance in 2006 most of his work came naturally from the legal sector, but he has since expanded into areas like insurance, pharmaceuticals, surveying, architecture and accountancy. He mainly works through running half day or whole day workshops, but can also do one-to-one skills coaching.

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Client Care - How to Win Loyalty and How to Lose It

Thursday, 29 January 2015 - Registration at 4:15pm with talk at 4:30pm – 6:30pm
At Restaurant Bar & Grill, Parliament Street, Harrogate
Cost – **£20.00 members / £30.00 non-members**

I/We should like to reserve places at the above seminar and enclose a cheque for £.....
made payable to **Harrogate & District Law Society**.

Please complete all sections:

Name(s)

Firm/Organisation

Address

E-mail address

Print and return this form to:-

Kate Maybury, Education & Training Officer, Harrogate & District Law Society, c/o Raworths LLP Solicitors, Eton House, 89 Station Parade, Harrogate, North Yorkshire, HG1 1HF (DX: 11960 Harrogate) no later than one week prior to the event.

If you have any queries about the course, please contact Kate Maybury or Ervin Shakaj at Raworths LLP on 01423 566666 or by email kate.maybury@raworths.co.uk or erwin.shakaj@raworths.co.uk .

Please direct any membership enquiries to Katherine Swinn at Hutchinson and Buchanan on
01765 602156