



BUYNAK LAW FIRM

CLIENT SERVICE PROTOCOLS

Client service is of utmost importance to Buynak Law. Our approach *to treat your clients like you would like to be treated* is summarized by the following implicit understandings within our firm.

1. **Be Real.**

- Know yourself and your strengths/passions. Do what you love.
- Be personable and self-confident vs. egotistical and arrogant.
- Clients want trust, confidence and peace of mind, not just cold expertise.
- Clients want to work with people they like and trust—being ethical is of the utmost importance.
- Attorneys are fungible—if a client doesn't connect with us, we will be replaced.

2. **Know Your Client.**

- Become familiar with their business and industry.
- Read trade journals, local papers, client's website, etc.
- Attend trade shows.
- Ask for a tour of the client's facility (and don't charge for it).
- Partner with client—*their problems are your problems.*

3. **Educate Your Client.**

- Communication is critical—give your direct number and don't screen calls
- All cautions and potential risks should be given in writing.
- Tone and impression are important in oral communication.
- Persuade; don't assert.
- Manage perceptions and expectations, and clearly describe the legal process at all levels.

4. **Client Contact.**

- Be clear, succinct, confident, competent and well-prepared—use plain language.
- 24-hour rule is a dinosaur—return calls/faxes/emails before you go home each evening.
- Listen, listen, listen—don't talk over your client.
- Attempt to physically meet with the client each quarter.
- Our assistants should know where you are and where you are going.
- Advise clients well in advance of periods of unavailability (vacations, etc.).

5. Emphasize Solutions.

- Be proactive and practical.
- Focus your analysis to respond to client goals.
- Get to the bottom line; establish how the decision affects your client practically and financially.
- Your client makes the decision (not you); have your client invested in the decision and outcome.
- Factor into resolution options, the financial impact of legal expenses.

6. Manage Caseload.

- Keep your case coordination sheets updated; share them with clients.
- Never promise what can't be delivered.
- If a problem develops, communicate immediately with your client.