



the progressive business group

the
Progressive
Business
group

Enhance your reputation

In professional services, reputation is of paramount importance to securing and maintaining business. The firm that establishes itself with an excellent reputation in its marketplace and proactively manages its reputation has a definite advantage over its competitors.

Reputation per se is hard to define. It comprises a mix of hard facts and perceptions and is often a very subjective matter.

The factors that combine to form the “reputation mix” will differ from firm to firm. What are these factors?

Longevity of the firm, success rates, pricing, individuals’ qualifications and geographical location are just some of the more factual elements in the mix.

Combine this with a potential client’s personal views on your firm’s look (ie literature, branding, office dress code), handling of calls, individual personalities and word of mouth and your reputation is almost set before they have set foot in your office.

Some people will think that some areas are more important than others and will place higher values on them – ie price may be the overriding factor – the client is not concerned about how long you’ve been established or how clever the fee earners are, he is looking for a firm that has a reputation for doing it cheaply. Corporate clients will tend to place more emphasis on a firm’s history and its expertise and ability to tackle their particular problem. Some might place great store on the ability to gain speedy resolutions – at any cost.

This may sound as though you will have to be all things to all men. This is definitely not so. Your firm needs to understand what is of value to your existing clients and potential clients and promote those elements consistently to them and not simply advertise those traits that make you feel good.

The Progressive Business Group can help you identify “reputation mix” factors and enhance your firm to increase business from current clients and to gain new business.