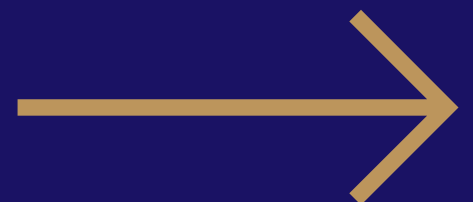


3 common BD mistakes law firms in Asia make

And how to avoid them



Mistake #1: Relying only on referrals

Fix: Build visibility through
consistent content and
thought leadership



Mistake #2: No structured client follow up

Fix: Create a client relationship management system (eg, quarterly check-ins, feedback loops)



Mistake #3: Focusing on services, not client needs

Fix: Position around solving client challenges, not listing your practice areas



Avoid these mistakes

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