



ELEVARE EDGE: WEEKLY TIP

Client de-brief strategy

Benefits of client de-briefs for
professional services firms
and law firms in Asia





Understanding what really matters to clients

Helps lawyers and professionals
move beyond assumptions to
genuine client insight.



Building relationships based on trust

Clients come to see firms as a trusted partner who listens, adapts and invests in their success.





Identifying growth and cross-selling opportunities

When clients discuss business plans, attentive firms can spot areas where they can offer additional value.



Improving internal performance and team development

Client de-briefs can offer an independent, credible source of performance insight that can drive real improvements.





Enhancing pitch success and retention

Feedback from clients will help firms refine proposals, pricing and presentations.





**Firms that listen,
learn and act on
client feedback will
lead the pack.**

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ELEVARE ASIA CONSULTING PTE LTD

Delivering Asia relevant business development and marketing
strategies for professional services firms and law firms.