

Getting Large Engagements From Your Best Clients May Be Easier Than You Think

By [LawVision](#) on May 30, 2017

I attended one of the best General Counsel panels ever this month at [LSSO's Raindance conference](#) (which is, by the way, the best law firm BD conference in the country). [John Cunningham](#) is a master at running this "rapid fire" panel, successfully preventing it from turning into a hodgepodge of personal gripes and dislikes. He kept it on track to produce relevant, actionable info about how to approach in-house counsel for new work.

I thought about the panel's very practical responses when I read [Stephen Williams'](#) excellent post on Above the Law this week, ['Biglaw Idol' – Or, How In-House Lawyers Actually Select Outside Counsel](#). As the panel conveyed, and as Williams confirmed, for all the systems, best practices and approaches designed to win the business, choosing a law firm for a seven-figure engagement can actually take less than five minutes.

Sometimes it comes down to simply returning a call and showing an interest in getting the work. The basics never lie. Make sure your clients know you want the work. You'll be surprised at the results.