



# Four fundamentals of phone etiquette:

A quick reference sheet for the busy solo practitioner.



First impressions matter in a big way, especially when 64% of legal clients make decisions based on the friendliness and likeability of a lawyer's tone<sup>1</sup>. To ensure your firm is providing a consistently exceptional client experience from the very first "hello," we've put together a quick list of phone etiquette tips for the solo and small-practice attorney.

<sup>1</sup> 2019 CLIO LEGAL TRENDS REPORT



## 1. Greet graciously.

Set the tone with a clear, warm introduction that shows potential clients you are ready to help. "Good morning, thank you for calling ABC Law, how can I help you?"



## 2. Remember your manners.

When you're hyper focused on getting all of the information you need to help a client, it can be easy to forget your p's & q's. Swap out "I need" and "Can I" for "May I". "May I have your name, please?"



## 3. Lead with empathy.

Is your client frustrated? Are they upset? Are they directing these emotions at you? That makes sense. People don't typically call attorneys on their best day. Lead with empathy and remember that whomever is on the other end of the line is a person, too.



## 4. Speak their language.

If you're explaining how a client should move forward or the nuances of their legal matter, remember to eliminate legal jargon that might just compound their confusion.



## 5. Follow up!

Here at Ruby, we engage with thousands of legal clients, hundreds of times, every single day. What have we learned? How attorneys follow up with their clients can make or break the quality of their experience.



Curious to learn more about how you can woo new clients and, ultimately, grow your practice? Download our "[Practice perfect: strategies for growing your legal practice](#)" ebook for industry insights, client retention, and growing your firm.