



CLIENT ORIGINATION CREDIT ESSENTIALS

PROMOTING BUSINESS DEVELOPMENT IN LAW FIRMS

TYPICAL CLIENT ACCOUNT ORGANIZATION



**Originating
Attorney**



**Billing
Attorney**



**Working
Attorneys**

ORIGINATING ATTORNEY



The one responsible for developing the client relationship initially and is most commonly responsible for ensuring the client remains happy.

BILLING ATTORNEY

Attorney inserted into the relationship if the Originating Attorney does not have enough time or skill sets to service the client directly.



WORKING ATTORNEYS



Any attorneys who work on client files.



How much

ORIGINATION CREDIT

if any, should the

BILLING ATTORNEY



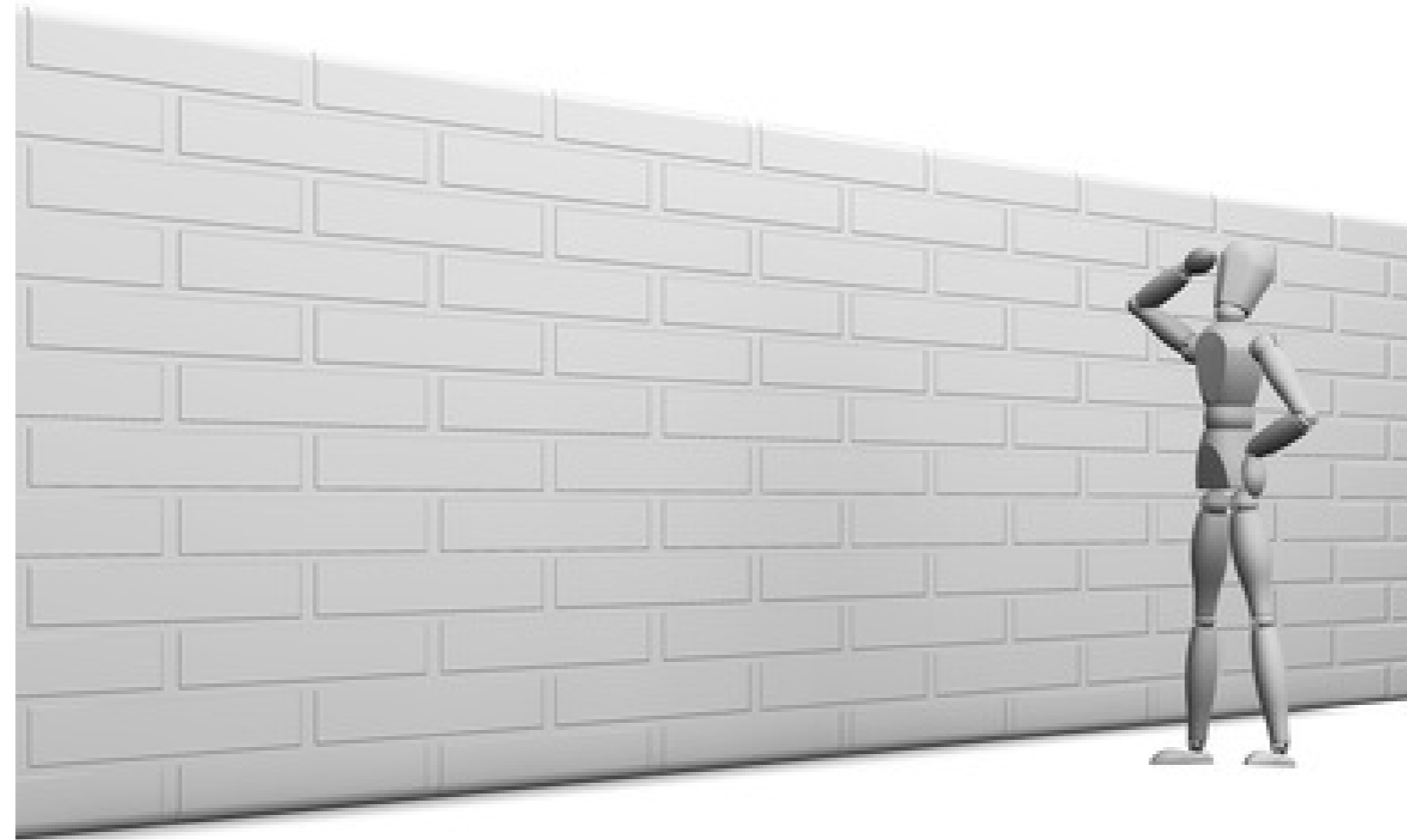
receive for his or her role in a
client account that he or she
did not originate ?



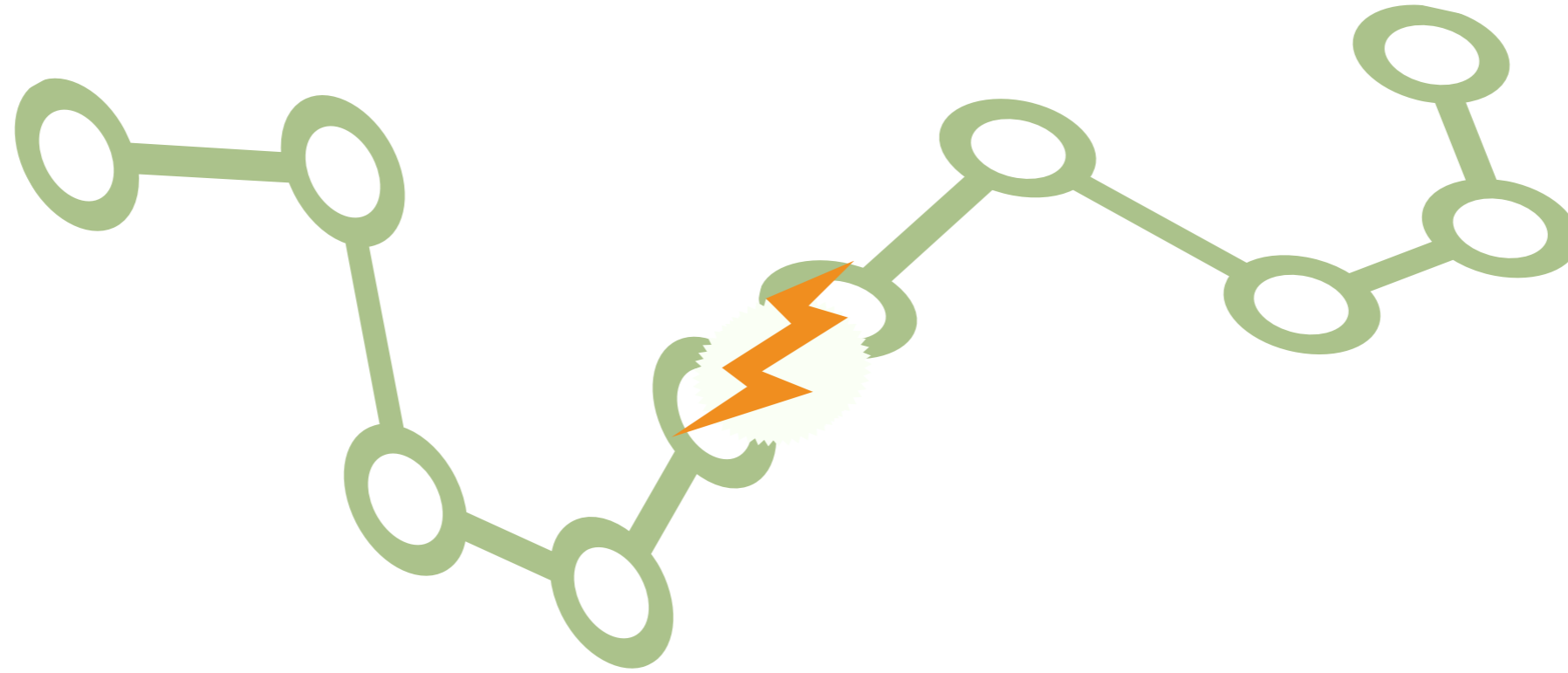
FUNDAMENTALS TO CONSIDER



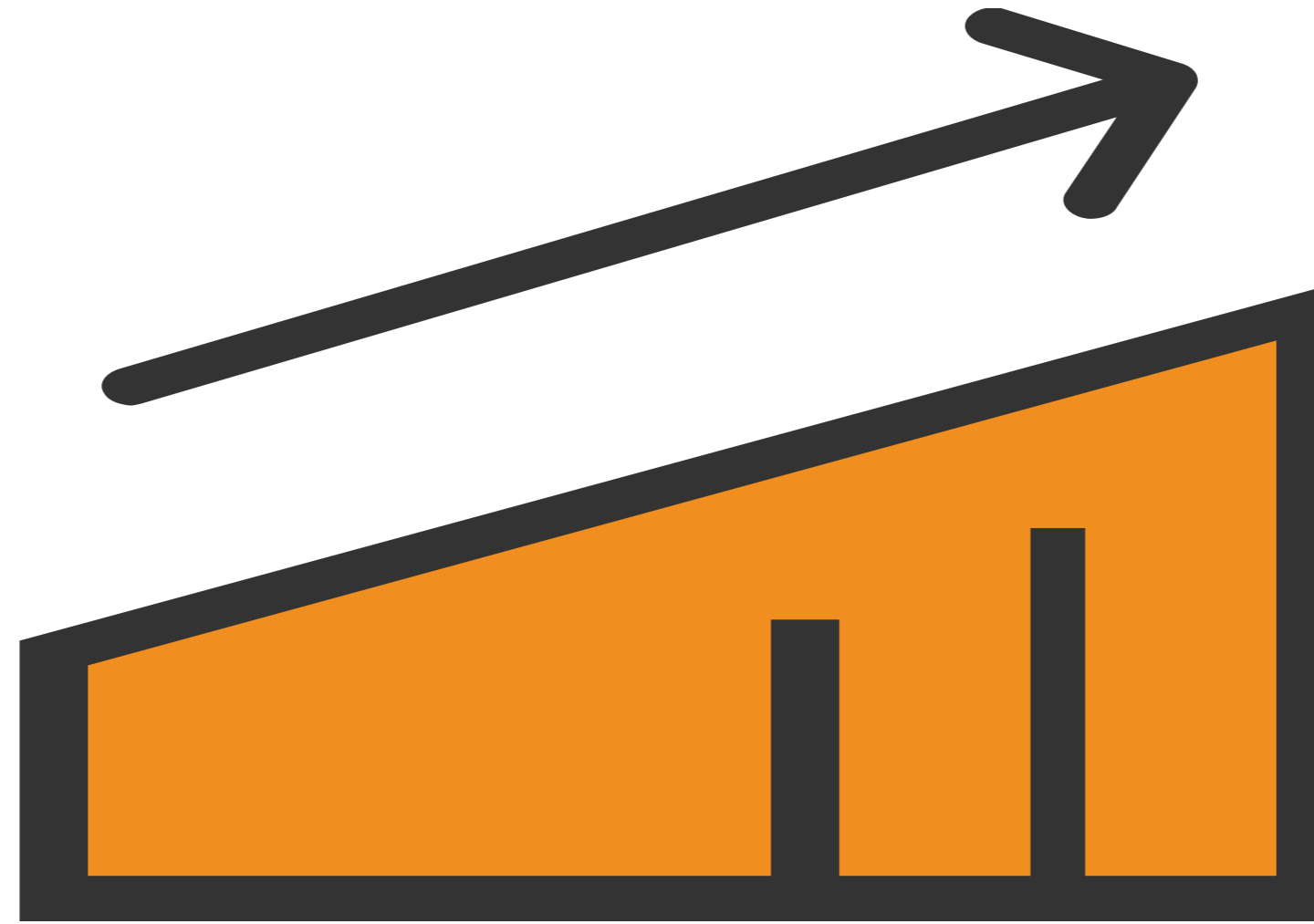
**Money is only one component of incenting
business development.**



Sharing originations in lieu of actual business development has limited value.



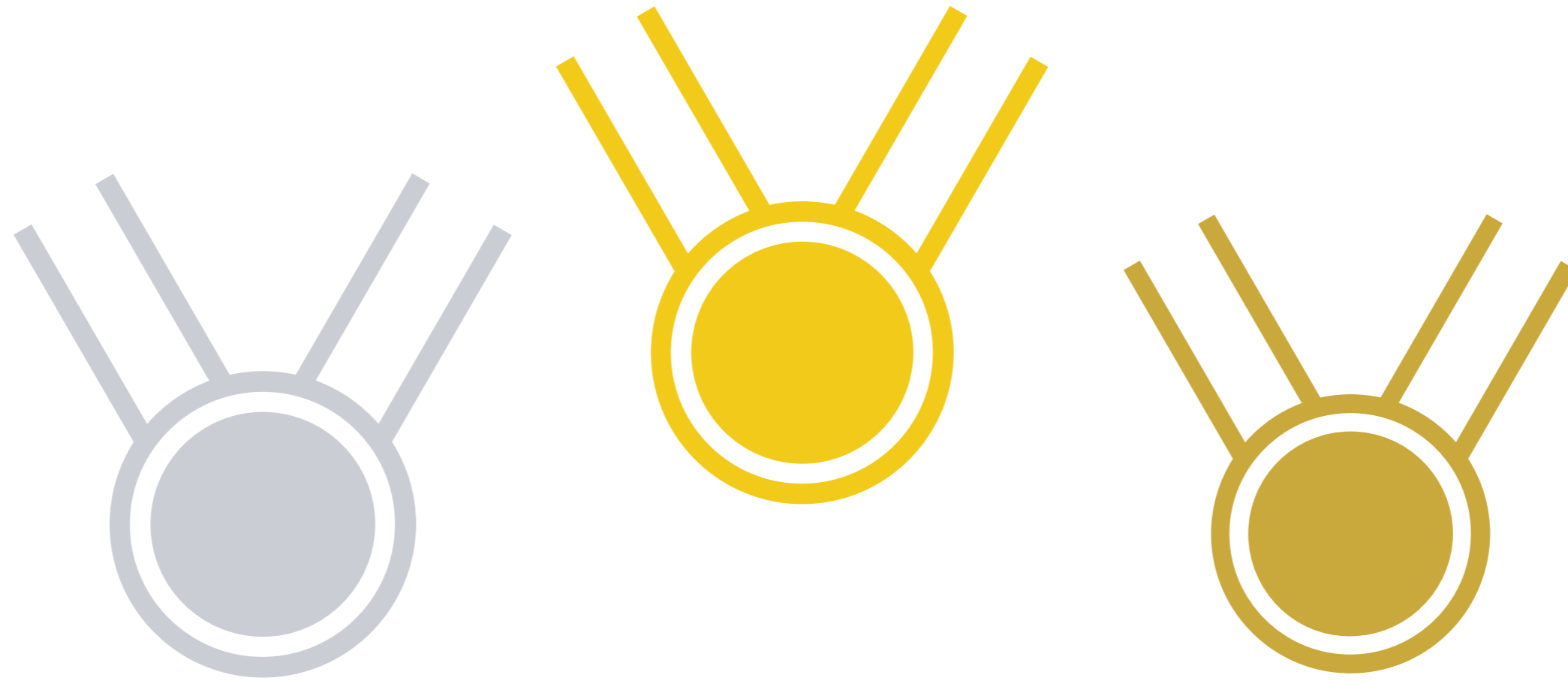
Oversharing of client credit may mask weaknesses and crowd out potentially more talented lawyers.



Awarding credit to those who truly add value to the client relationship will spur growth.



Sharing origination credit is one concept for compensation and another for partnership and promotion.



It is better to distinguish between sharing profit for a job well done and rewarding for origination.



**HOW DOES YOUR
FIRM INCENT
BUSINESS
DEVELOPMENT?**