

# How to Maximize Client Relations

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How can law firms leverage client relations strategies as a differentiator to drive client loyalty and increase wallet share? In such a competitive environment, what can firms do to not only keep the current work they do for clients but actually deepen the relationship? And with clients pushing back against Big Law rate hikes, how can mid-market firms gain new clients?

Managing Member **Michael Ferachi** (Baton Rouge) will participate in an ALM Law.com Pro Mid-Market webinar on “How to Maximize Client Relations” on January 24, 2023.

[Learn more.](#)

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Michael D. Ferachi