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**After the Offer: Closing the Deal
 Through Follow-Up**

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Why is Follow-Up So Important?

- As the size of summer classes decreases the competition for recruiting top talent becomes even more important to firms, and effective follow-up techniques are even more critical in the recruiting process.
- Students have offers in hand as early as August, which means there is at least 45 days of constant follow-up.
- Follow-up does not happen on its own. It is up to the recruiting staff to facilitate, implement and track.

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Follow-Up Techniques for Recruiters

- Designate an attorney contact(s) for each candidate with an offer
- Maintain a Follow-Up Chart
- Communication
- Offer Dinners/Gifts
- 3L Ambassadors
- Reward System
- Technology/Marketing

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Communication

- Once an offer has been extended to a student, send an email to all of the student's interviewers letting them know the good news.
- Send the contact information for the students, so that the attorneys can reach out and congratulate the candidates on their offers.
- Track attorney outreach.

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Sample Email

Hello,

Nancy Nalp, 2L from USC, has been extended an offer to join our 2009 Summer Program. If you have a moment, please reach out to Nancy and congratulate her and perhaps see if she has any questions. Several of our candidates already have offers from other firms, and we need all the help we can get to bring them on board.

You can reach Nancy at **123-345-5678** or nancy.nalp@usc.edu. I have also attached her resume above.

Lastly, please let me know if you speak with Nancy since we track all of our follow-up activity.

Thank you for all your help!

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Offer Dinners/Gifts

- Organize dinners for students with outstanding offers.
- The size of the summer program may dictate whether you do smaller targeted dinners, geographically-based dinners or larger dinners by law schools.
- The students will appreciate meeting additional attorneys from your law firm, 3Ls who have already accepted offers and their future fellow summers.
- It is a nice touch to have the invitation to dinner come from a partner at the firm.
- Consider sending an offer gift once an offer has been extended.

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3L Ambassadors

- Previous summer associates can serve as great ambassadors for the firm.
- Encourage summer associates to complete summer experience surveys provided by law school career services.
- Reach out to 3Ls who have accepted their offers and ask them to follow-up with 2Ls with outstanding offers. They can talk about their positive summer experiences and answer the questions that a 2L might be too intimidated to ask an associate or partner. Consider offering them a budget.
- Students often rely on "word of mouth" and trust the opinions of family and friends when making important decisions.

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Reward System

- Reward your attorneys who are most involved.
- Attorneys are competitive by nature and will enjoy the friendly competition.
 - Host a coffee break with treats for everyone who attended a follow-up event.
 - Give a Starbucks gift card to each attorney who attends 5 or more follow-up events.
 - Entice your attorneys with recruiting swag.
 - Let those who participate know that they will be at the top of the list for future events that are limited in space.
 - Offer top interviewers and hospitality hosts dinner vouchers.

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Technology/Marketing

- Make sure that your website is updated and has specific information about the summer program.
- Create a marketing "one sheet" with information about your firm and tailor it for each office that is having a summer program.
- Make sure that diversity statistics, pro-bono information, and community initiatives that the firm participates in are highlighted on the website or in marketing materials.

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Student Feedback

- Methodology
- Timing of Survey
- Participating Schools
- Number of Responses

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Survey Questions

- Follow-Up Received
- Rating Types of Follow-Up
- Actual Firm Choices
- Follow-Up Suggestions
- Phone Calls vs. Emails

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Conclusions

- Student Preferences
- Anecdotal Evidence
- Implications for Firms
- Firm Buy-In

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Wrap Up
and
Questions

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