

## 12 Days of CRM: Day 10 – How Business Development Supports Closing Business at Law Firms [VIDEO]

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On the 10th day of CRM Chris “Kringles” Fritsch explained to me, how business development supports closing business for attorneys!

To properly develop clients, successful business development is vital to win business. But without a clean, correct and up-to-date CRM database, attorneys cannot properly develop and nurture relationships with their most important contacts. As new technology makes following up with contacts easier, firms can implement innovative technologies to automate the process and increase the efficiency of their outreach.

Through the use of ERM systems, or enterprise relationship management, law firms can identify relationships and allow contact records to be created and updated in a CRM without additional work on the part of the professionals or their assistants.

An ERM system can create who-knows-who relationships without any work from the attorney by capturing data and information from the signature blocks of emails. It can also provide additional data on who-knows-who by analyzing the recency and frequency of communications.

Watch as Chris Fritsch explains the importance of maintaining healthy data quality when it comes to supporting business development:

Watch Day 1 [here](#).

Watch Day 2 [here](#).

Watch Day 3 [here](#).

Watch Day 4 [here](#).

Watch Day 5 [here](#).

Watch Day 6 [here](#).

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Watch Day 7 [here](#).

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