

# Joe Tilson Discusses Common Mistakes in Client Pitches

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Joe Tilson, chair of Cozen O'Connor's Labor & Employment department, discusses common mistakes in client pitches on *Law360*. It is increasingly important for firms to make strong first impressions when the opportunity to sit down and talk about legal guidance arises and botching that pitch likely kills any chance of gaining a new client. "The single most important thing to do in a client pitch is to listen to the prospective client and try to understand what their real needs are," said Joe. "This is not just an opportunity to sit down and brag about all your achievements. It is an opportunity to understand the prospective clients' business and learn about their people."

To read the article, click [here](#).



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