

***“Practical,
no-nonsense
strategies to
help you
market your law
firm more
profitably.”***

Manchester Law Society

SOLICITORS MARKETING TIPS

Tips and techniques for attracting profitable new clients

Professional Sales Skills for Solicitors!

***Practising sales skills will
help you win profitable new
clients***

How can you prepare? What should you do and say in a prospective new client meeting? Do you find it difficult or easy when you are sat opposite potential new business?

If you find it difficult, don't worry, there are some simple tips that you can use.

It's all a state of mind

What are you thinking before a first meeting with a prospective new client? If you worry about getting it right and "looking-good", then you probably won't. Life is like that!

Why not forget all this marketing and sales strategy? Simply, think of the sales process as having a 'meaningful conversation' with the person sat opposite you.

I assume that potential new clients come to you because they believe that

you can help them solve a legal problem. So all you have to do is to ask them the outcome that they are looking for. Let me repeat...

"What outcome are you looking for?"

Can you help them achieve it? That's all they want to know. Don't mention your proposed Hong Kong office or your new CRM system. Just tell them whether you can help them achieve their desired outcome.

Because...

What is selling?

Lots of lawyers confuse selling with marketing with advertising. It all gets mushed-up in some giant promotional mixer. You may think of selling as being pushy and imposing yourself on potential new clients. You may not have a particular fond impression of the sales people you have been exposed to. *Aren't they just after your money?* They will say anything to get the deal and are really tacky. How unprofessional is that? That's not the way a solicitor should build a relationship with new clients, is it?

Consider the individuals that have had the greatest impact on you, they...

*Transfer your
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have all sold to you. Your family, your teachers and your mentors at work have all sold to you.

They have identified benefits and told you the reason why. In essence they have transferred their enthusiasm for a course of action from them to you.

That's what you should be selling to new clients. Explain the reason why. Transfer your enthusiasm for a course of action from you to the new client.

What successful sales people do

Numerous studies have been conducted into what top sales performers do. What do you think is the number one activity for all top sales people? Cold Calling? Making Presentations? Being good at asking for the business? Well these are all important but they are not the key activity. Which is...

Persistent and consistent follow-up.

This may sound almost too simple, but you will be surprised how many lawyers fail to follow-up or... do it incorrectly!

There is more to follow-up than simply parroting "Have you made a decision yet, whether you would like us to act for you on this matter?" And who wants to say that, anyway?

There are many ways to follow up. Phone is often not the optimal as it may put pressure on the new client.

You can follow up by letter, card, email or invitation to an event. Anything that is personal and likely to resonate with the client. The phone is only one technique. Vary your follow up!

With technology it's now so easy to vary follow-up. Using software such as Outlook or ACT! will make this a straightforward task.

The next step

Still find the prospect of selling difficult or uncomfortable? Don't worry. So do lot's of seasoned professional sales persons. Remember, you are selling your ideas to people all and every day. It's what we all do, like humour it's easy when spontaneous, it only becomes tricky when analysed and planned!

Recommended Resource

If you are unsure as to how to develop your sales skills then you need to read Rod Sloane's Special Report "Sales Skills for Solicitors" available from Solicitors Institute only £17.

To order your copy of this Special Report call FREE on 08000 832 597 or visit www.solicitorsinstitute.co.uk.



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