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Marketing

Law Firm Business Development

Selling Skills For Lawyers

www.innovatemarketing.ca

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While young lawyers certainly aren't expected to be rainmakers early in their careers, if they want to make partner they need to develop their sales skills. Unfortunately, law school does very little to equip them with the tools to find new clients and sell their legal skills. In fact, for some lawyers, the idea of selling falls somewhere between undignified and completely abhorrent.

The reality is that today you have to sell to survive.

Every lawyer can sell. Every lawyer can learn the concepts and use the tools. Selling is a learned skill, not a natural talent. Some "rain makers" are able to apply these skills better than others.

Lawyers know how to bill work. It's time to learn how to effectively sell it. Our programs will provide associates and partners alike with valuable basic skills upon which to build their confidence to become more productive in their selling and marketing activities. We can work with you one-on-one in person or, if travel is a budget issue, remotely via the telephone.

Let's chat.

More Profit Less Stress

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How To **Find Clients.**
How To Get **New Work** From Current Clients.

Time Required: 1 Hour

- Goals - Figuring out what you want from your practice in order to focus your effort
- Who/where are they? - I don’t know anyone/I’m only in my first year of call/I don’t know where to start looking
- How to be found - How to develop profile
- Selling techniques for lawyers
- How to build personal profile
- How to meet prospects & how they can find you
- The essence of networking
- What to say after you say “Hello” to start a conversation
- Selling by listening techniques
- How to follow up & stay on their radar
- Take-away list of usable idea

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How To Sell - For Lawyers.

Time Required: 1.5 Hour

- Rainmaker attributes - What you don't know you can learn
- When you make a contact, they give you the key to the building. So what?
- Every lawyer can sell - Figuring out your comfort zone, then stretching
- What you need to know before you start to sell
- Aha! #1 - Focus, productivity and results
- Aha! #2 - Managing the people aspect of a sale
- Aha! #3 - Sell yourself first
- Aha! #4 - Sell by listening
- Aha! #5 - They don't buy what you are selling
- Aha #6 - Dealing with objections and roadblocks
- Aha! #7 - Relieve the pain or offer pleasure
- Aha! #8 - Be relevantly different
- Aha! # 9 - You sell Features and they buy Benefits. Focusing on the end benefit makes a proposition more appealing
- Aha! #10 - Ask for the order

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How To Turn Contacts Into Clients.

- Being found and being chosen
- When you make a contact, what it means to be given the key to the building. What do you do?
- What to do at the first encounter to set yourself up most advantageously
- What to do when their need falls outside of your area of practice
- How to get to know your prospect and their business and identify your opportunities
- How to prioritize contacts - Setting up a hunting list
- How to keep track of contacts plus practical uses of a database
- What is relationship marketing and how do I do it?
- How to create an annual activity schedule for each contact
- How to get the real benefit out of a seminar/conference/party
- How to ask for the work

Time Required: 1 Hour

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How To Work A Crowded Room.

Time Required: 2 Hours

- Why set a goal for the event?
- Some ammunition for productive networking
- What to do before you arrive
- Walking into the room and orientating yourself
- “Hello, and you are...?” Introductions that keep a conversation going
- How to get over your initial fears
- The crowd - joining in
- The crowd - extracting yourself from a conversation in order to circulate
- Sell by listening - gather useful information - You are selling the invisible
- Some sales basics
- Some practical thoughts on Features and Benefits to help you sell more competitively
- Stay in control of a conversation
- 10 minute practice session
- Group debrief
- Your follow up and how to stay on their radar

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How To Work A Business Lunch.

‘Don’t lick your fingers!’

Time Required: 1 Hour

You’ve ordered your food, now what?

- Setting a goal for the project (the lunch is a project)
- Ordering food, water, wine and alcohol
- Table settings - what goes where and what it’s used for
- Selling by asking questions
- How to get them to reveal the ’pain’
- Staying in control of the conversation
- What is your USP (Unique Selling Proposition) i.e. why buy from you?
- Useful tips for female and younger lawyers to stay in control
- Selecting a restaurant
- Don’t lick your fingers; mannerisms; grooming; your cell phone, smart things to do & say
- Follow up
- A list of take-away thoughts

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One-On-One One Hour Monthly Planning & Review.

Time Required: 1 Hour per Month

- One-On-One planning and review guidance involves meeting for approximately one hour each month.
- My role is to guide, act as a sounding board, coach, badger and ensure that the lawyer implements his/her plans effectively.
- The process is as follows:
  - Initial meeting establishes longer range goals and practice ambition as well as current fiscal goals;
  - Each month we focus on a rolling three month horizon. We establish a continuous monthly planning and review schedule where we look twelve months out, plan for the next quarter, agree on activity for the next month and strategize detail in order to prepare the lawyer for all the tasks;
  - Each month the prior month's accomplishments and issues are reviewed ;
  - Conversation facilitates idea generation, planning, project implementation, specific skills refinement, presentation development, new business meeting strategy and everything else to ensure the achievement of specific goals;
  - I am always available during the month to talk through matters via email and phone;
  - The program is flexible - There is no minimum period of time or number of meetings.

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Grow Your Practice

- Marketing
- Strategy
- Personal Coaching
- Outsourced CFO
- Outsourced Marketing Director
- Profit Realization
- Set Up New Boutiques
- Public Speaking Skills
- Other

Savvy lawyers and law firms have left the 'me too' approach to business behind and are creating unique business models with vitality, strategic sensibility and relevance.

We provide business guidance and client development coaching to boost sales and marketing productivity. innovate! inc. is a law firm management practice that is passionate about competitive marketing, providing imaginative services and added value to build and sustain client revenue growth. Law firms can no longer rely upon a few seasoned rainmakers to develop new business. Every associate and partner must make a contribution to client acquisition and retention to sustain the profitable health of the firm. It's time to start building relationships, revenue, reputation and profit.

We have twenty years experience working with law firm clients and as many years in brand management with multinational consumer products companies. Our finance and administrative competence was gained in law firms via a track from a Big Five accounting firm, to a publicly traded company and to CFO roles in private companies.

Talk to us. We will help line up your ducks to tackle the challenges of practice management, marketing, sales, business strategy, productivity profit and financial controls. We make law firms of any size more efficient and profitable.

Grow your practice. Get your ducks in a row.

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Who We Are

Paul Kuttner

Paul Kuttner works with law firms of all size and type and has functioned both as a director of marketing with one of Canada's largest firms and as an external on-call marketing resource. He assists law firm marketing directors with specific projects and tasks and works closely with partners in firms where no in-house capability exists. Paul helps law firm clients in Canada and the U.S. build their business base, build sustainable revenue streams and become more effective in their marketing and sales activities. He has extensive hands-on experience in providing leadership to develop and execute strategic business building and tactical marketing programs for law firms, blue chip companies, and entrepreneurial enterprises. He was engaged in consumer product marketing and business-to-business marketing for many years in South Africa, Europe and North America. For the past 20 years Paul has been focused on law firm marketing and sales. His advice is well grounded and practical.

David Taylor

David Taylor provides managerial, financial and strategic advice to a number of Toronto's most successful boutique law firms. His work involves him with small and midsized law firms as well as entrepreneurial businesses. David seamlessly becomes part of the management process and he has the ability to coax the maximum cooperation from the administrative staff as well as the lawyers. When required, he is firm, and resolute in the best interests of the firm.

David has been involved with the legal profession for nearly 20 years and brings a wealth of experience and knowledge to his assignments. He has business and administrative skills that provide profitable guidance to law firm management. Under his direction and active involvement, David has dramatically turned around average and below average performing firms. On the personal side, he advises partners of successful firms how to maximize their distributable income and manage their tax obligations.

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