



# Introduction to Selling

The market for legal services is highly competitive. Just doing a good job is no longer enough to guarantee sufficient levels of work to protect the client relationship from the competition.

Every interaction with a client or prospect is a marketing opportunity and a chance to influence the relationship between individuals on both sides and the firm as a whole.

Lawyers may still spend much of their time devising and implementing sophisticated solutions for their clients, but providing an excellent service or technical expertise is no longer enough. The selling skills of the person facing the potential client – be they a Partner or an Associate - and their ability to show how their solution better meets the client's needs, are now usually the main differentiator between apparently identical providers.

This course will help delegates to capitalise on the marketing opportunity that arises during routine meetings and telephone contact with clients.

## Objectives

- Be able to identify and develop new business opportunities from clients and prospects
- Have practised the skills for business development
- Have worked on an action plan to put skills into place.

## Benefits

This course concentrates on face-to-face skills for maximising opportunities and will enable fee earners to:

- Identify and develop business opportunities that exist with new and existing clients
- strengthen client relationships
- establish a competitive advantage
- obtain value from time spent with clients
- feel comfortable in a business development environment.

## Course Content

- Characteristics of good business development skills in legal services
- The sales process
- Push/Pull – styles for maximising opportunities
- Questioning strategies – uncovering needs, identifying decision makers and their selection criteria
- Presenting solutions
- Obtaining commitment
- Role play
- Personal Development Action Plans.

## Duration

1 + 1 day

## Facilitation

1 trainer and 1 actor to 8 delegates

## Group Size

Max group size is 8 to allow the trainers to provide delegates with individual input.

## Who should attend?

Fee earners who have business development opportunities as part of their day-to-day contact with clients, and who have had no formal business development training.