

# 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.

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

## Objectives

- Understand and know how to use the skills to identify and develop new business opportunities from clients and prospects
- Have practised the skills to develop new business opportunities
- Planned how they will develop new business opportunities from their clients.

## Benefits

- Fully exploit new business opportunities that exist with new and existing clients
- Increase the client's perception of the value of the firm's services
- Strengthen the relationship with the client
- Establish a competitive edge
- Obtain value from time spent in business development
- Feel relaxed and comfortable about BD.

## Course Content

- Characteristics of fee earners who are effective at selling legal services
- The sales process
- Push/Pull – styles for effective selling
- Questioning strategies – uncovering needs, finding out about decision making and decision makers, selection criteria
- Presenting solutions
- Obtaining commitment
- Role play
- Personal Development Action Plans.

## Duration

1 day

## Facilitation

1 trainer 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 are recently involved in selling to new or existing clients that have not yet had formal training on this subject.