

# Think Client – Sales Strategy Workshop

Partners and fee earners who are successful at business development “THINK CLIENT”. They know how clients make decisions and what they need to do to influence those decisions.

Clients who are making high value purchasing decisions such as the decision to instruct lawyers or appoint lawyers to a panel go through a number of distinct phases in their decision. Partners and fee earners who are successful at business development recognise where clients are in their decision making process and know what strategy and skills they need to influence them.

Individuals often fail to influence clients because they apply the wrong strategy at the wrong time.

This sales strategy workshop is designed to help partners and fee earners to recognise where a client is in their decision making and apply appropriate strategies to influence them which is fundamental to successfully selling services to new clients or cross selling services to existing clients.

## Objectives

- To understand how clients make high value purchasing decisions
- To learn the strategies to influence client decision making
- To plan how to apply appropriate strategies to clients.

## Course Content

- Business development in the legal world
- The clients decision making process
- Strategies to influence each stage of the clients decision
- Practical planning activities to identify appropriate strategies for the firms’ clients.

## Duration

3 hours

## Facilitation

1 trainer and up to 15 delegates

## Who should attend

All fee earners who have a role or support a fee earner who is responsible for business development.