



THE NEW ELLIS GROUP

Monday Monday

Connecting the Dots with Karen Kaplowitz



Helping you create and reinforce the habits of successful career building, gleaned from my work as a business development strategist, trainer and coach.

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Low Pressure Sales Tactics. The general counsel of a major client comments that she is regularly deluged with requests from other firms for pitch meetings. On the one hand, you feel secure when your client confides in you. On the other hand, you don't want to rock the boat and be like those other lawyers so you hold off trying to expand your firm's business. Meanwhile, your partners in other practice groups keep asking you to introduce them and you are frustrated because you know other firms are getting the work.

Can you pursue your client in a low-pressure way without looking like the other lawyers who are pressing her for business? What kinds of situations are likely to arise that would enable you to bring your client and partners together in a comfortable way? Do you have meetings on client matters that you can schedule at your offices? Is your client a featured speaker at a business or professional meeting? Have you been invited to speak at an event on which you can include your client as a co-panelist? Are you putting together a foursome for a charity golf tournament?

Example: This week, you are mediating an important litigation matter at your office. The general counsel will be there to participate and approve any settlement. Since you expect to be sitting around a lot with your client while the mediator caucuses with the other side, can you arrange to have a few colleagues available to come by and say hello? Mention to your client you hope to introduce her to certain people and why. Make sure your colleagues have some familiarity with the litigation matter since it will inevitably be a topic of discussion. It is great to be in a position to schedule a pitch meeting with the client but if you cannot make that happen comfortably, at least take advantage of other occasions to make introductions. Then the next time your client mentions that other firms are after her business, after you empathize, you can remind her she has met relevant lawyers in your firm and set that pitch meeting with more ease.