

FBE



Success in law firms

... beyond legal knowledge

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What partners are...

- Shareholder / owner
- Leader / strategist
- Salesman
- Sales manager
- Account manager
- Product designer
- The 'product'
- Marketer / PR manager
- Brand manager
- Recruiter
- Trainer / coach / mentor

A successful firm must...

- Have a great leader(s)
- **Be well networked**
- **Build and maintain great relationships**
- **Deliver great presentations**
- Run great meetings
- Win more 'pitches' for work
- Ask great questions and listen actively
- **Have an effective 'sales process'**
- Negotiate effectively
- Create great products
- Think creatively
- Recruit the right people
- Give & receive feedback

Personal Balance Sheet

Your 'Capabilities'

knowledge, qualifications,
expertise, experience



Number of Contacts



Depth of
Relationships

Your 'Contact Value'

Networking – Why?

**Find a new
employee for our
team**

**Find out what
competition is
doing**

**Find someone who
supplies**

**Gain useful
information about
...**

**Get known by
others**

**Get others to know
what we do**

**Help others with
their business
challenges**

**Increase my
knowledge of...**

**Introduce Jack to
Jill for their mutual
benefit**

**Make new friends
both social and
business**

**Meet key people
and decision
makers**

**Raise my own and
the company's
profile**

**See if an existing
client needs other
services**

**Spot potential new
business by asking
questions and
listening carefully**

**To find new clients,
new business
opportunities and
new collaborations**

Your conversations?

- Holidays / travel
- Hobbies / interests
- Home / background
- Family
- Job
- Education

Networking - Be BIG!!

Brave

Interested

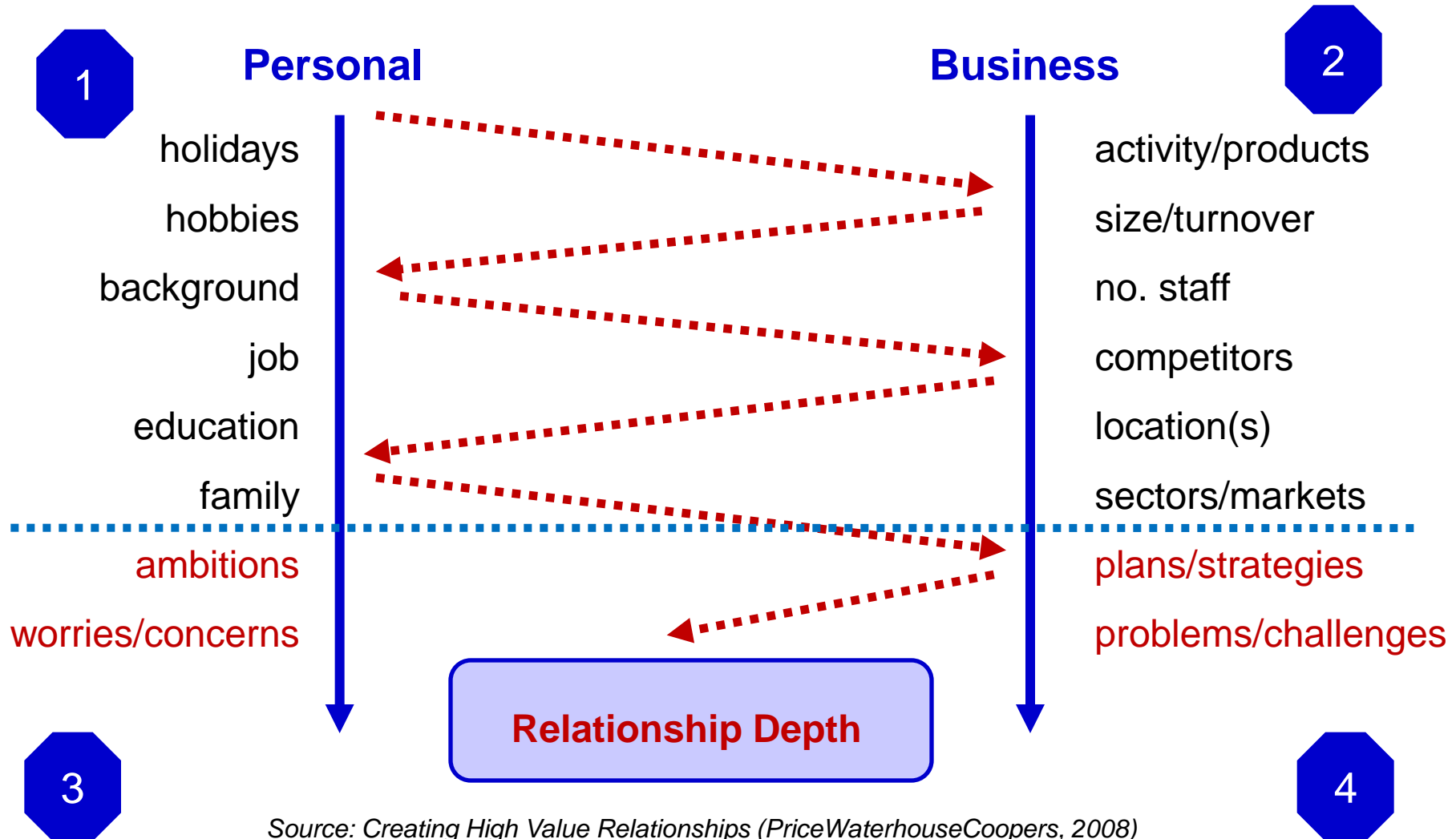
Generous



Your 'generous' conversations...

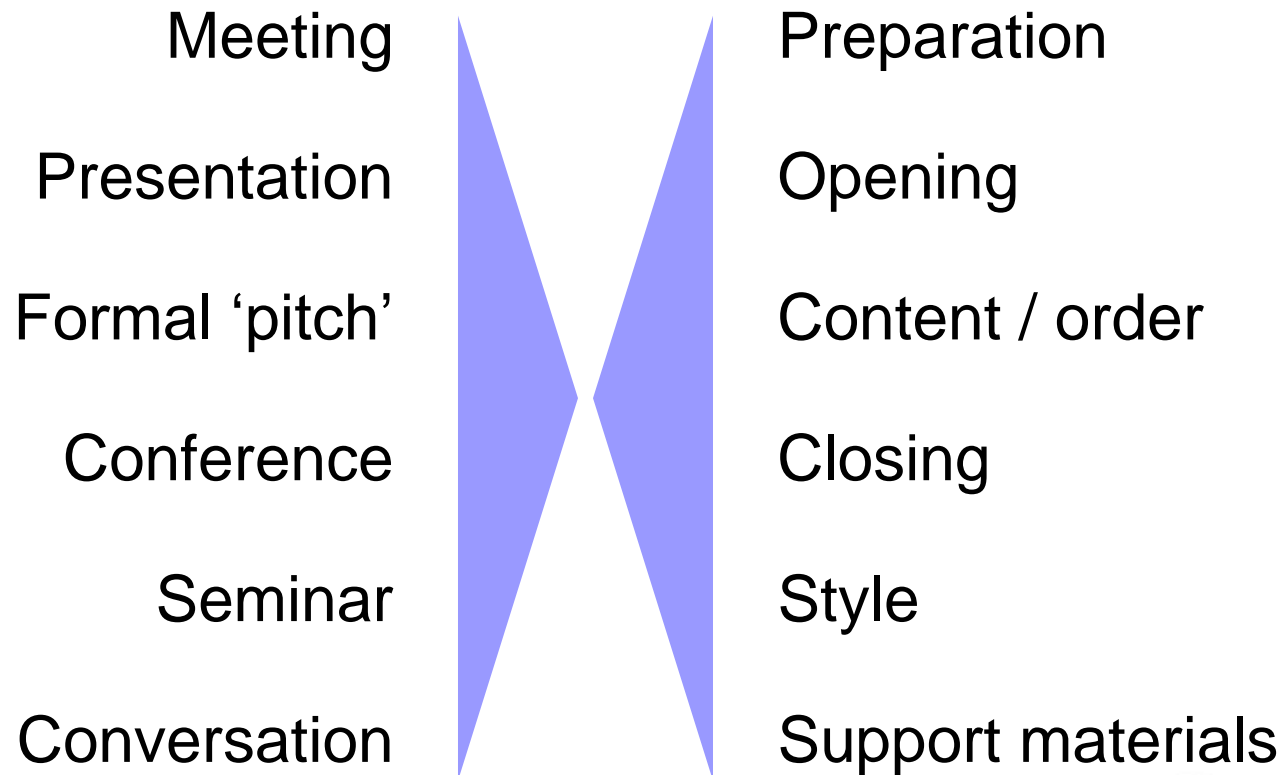
“How can I help?”

Building Great Relationships



Source: *Creating High Value Relationships* (PriceWaterhouseCoopers, 2008)

Great Presentations



A great presenter...

- Confident
- Enthusiastic
- Intelligible, audible
- Variety of tone and pace
- Interactive
- Well structured
- Relevant
- Humorous
- Appropriate materials
- Keeps to time

The Three 'V's

Visual

Appearance
Body Language
Eye contact
Gestures
Mannerisms

58%

Vocal

Volume
Speed
Tone
Pitch
Inflection

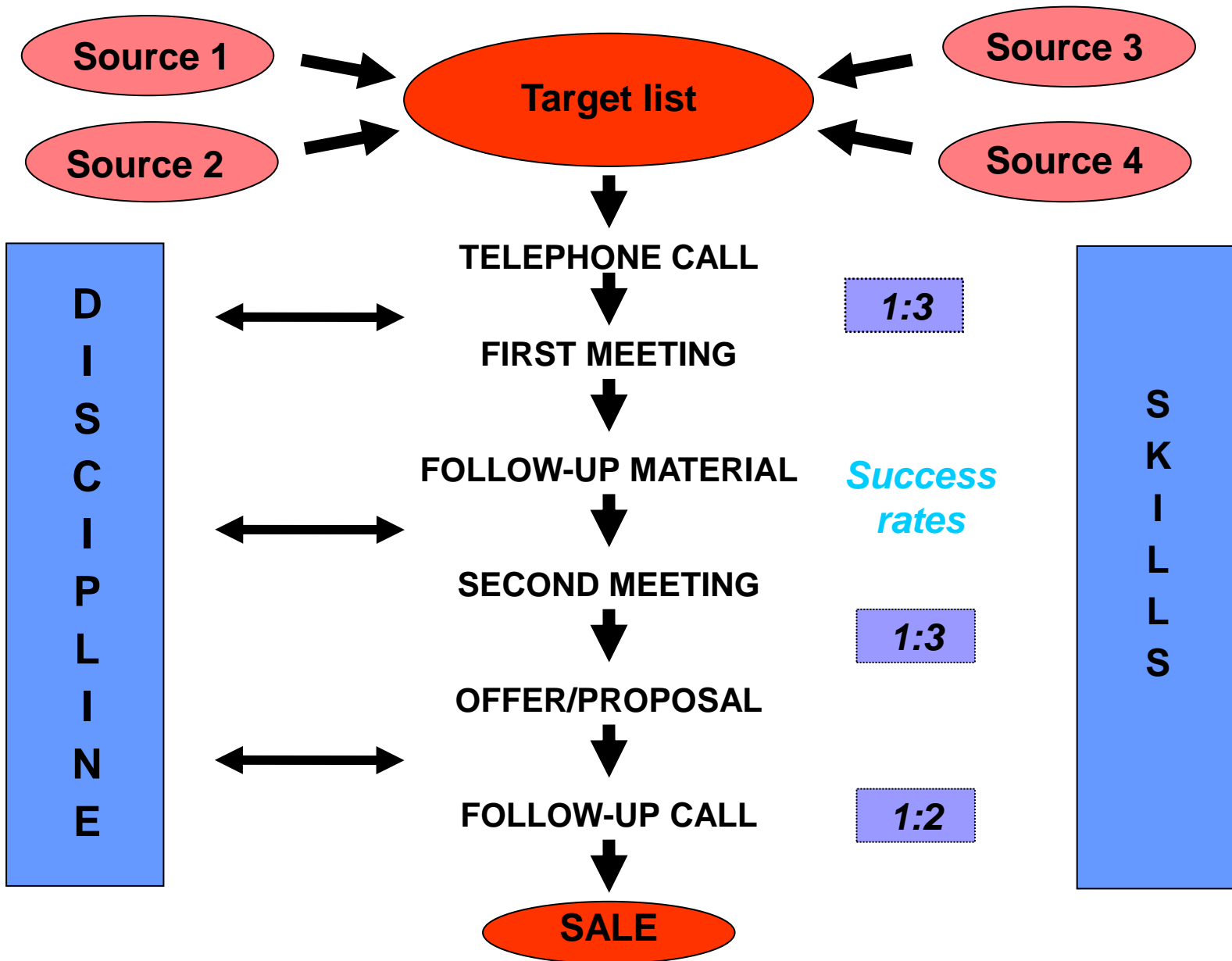
35%

Verbal

Words
Meaning
Message
Fluency
Relevance

7%

Source: Albert Mehrabian: "Silent Messages" (1981)



Follow-up - discipline pays off

- 80% of new business comes after **five+** calls/contacts with the same prospect
- 48% of all 'sales' people make only **one** call/contact per prospect
- 25% quit after the **second** call/contact
- 12% quit after the **third** call/contact

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Thank you



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