

Wowing clients

Ann Page – Beyond the Brief

Fiona Gillam – My Compliance Colleague



Yorkshire Courses
for Lawyers

ann@yorkshirecoursesforlawyers.co.uk

• 07921540039 •

www.linkedin.com/in/annpage

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Expert Speakers:

Ann Page's Bio

She is the founder of Beyond the Brief, a specialist business delivering strategic coaching, leadership; management and interpersonal skills training for the senior members (and those aspiring to be) of the legal profession. A Top 100 Lawyer of the Year, with an impressive CV over a 30-year career as a senior in-house lawyer delivering first class legal services. She holds an HNLP certificate in coaching as well as being a certified NLP Master Practitioner. Ann has delivered leadership, performance management training for the last 12 years to nearly 7000 lawyers.

Fiona Gillam's Bio

She (BA Hons) qualified as a Solicitor in 1988 and has spent over 20 years in private practice specialising in both residential and commercial conveyancing, developing a particular interest in unregistered titles and complex leasehold transactions. Now non-practising, she runs her own risk and compliance consultancy, is a Lexcel Assessor and Consultant and writes, edits and presents compliance materials. She is a passionate believer in clear, jargon-free communication, combining her extensive experience and her auditor's eye for detail, resulting in a refreshingly practical and interactive training style.

Wowing Clients

1. What do clients want?
2. Understanding Communication
3. Two critical communication techniques and one communication process to deal with:
 - Dealing with difficult clients
 - Cost conversations with clients
 - Consultative Selling (S.P.I.N.)





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Clients top 9.....60 second challenge



Costs Costs Costs

LawNet data from 25000 post matter client responses in 2015 reported:

- 4% swayed by price & 3% advertising
- **Recommendations by current clients were still favoured by 50%**
- *Said follow up by law firms poor re leads or any after transaction*

SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT

25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP

12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP

ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS

2% OF SALES ARE MADE ON THE FIRST CONTACT

3% OF SALES ARE MADE ON THE SECOND CONTACT

5% OF SALES ARE MADE ON THE THIRD CONTACT

10% OF SALES ARE MADE ON THE FOURTH CONTACT

80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

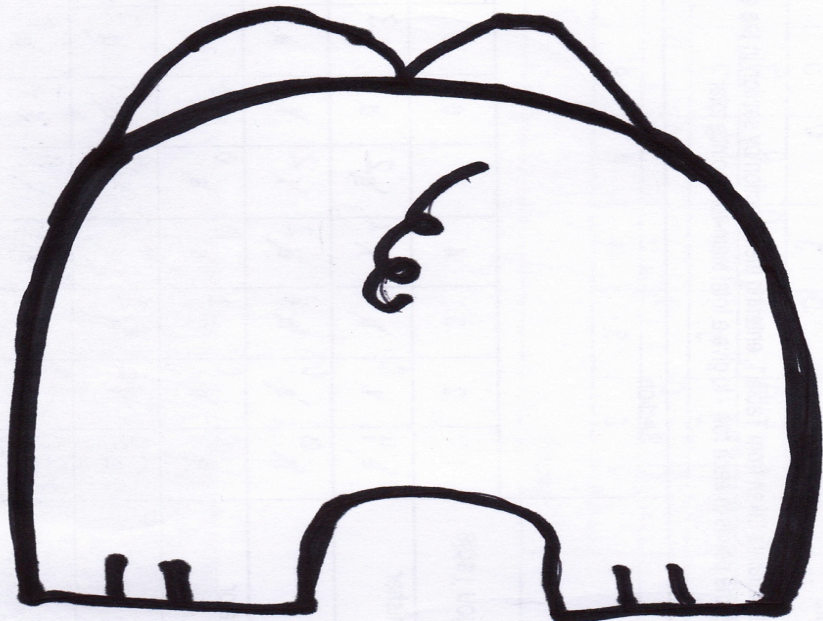
Communication!!

‘The problem with communication is the illusion that it has been accomplished’

George Bernard Shaw

Take a few moments to think of an elephant then draw one...

Does it match mine?



- **The meaning of my communication is the response it gets or**
- in other words it is not what you say – **it is what people hear**
- What they hear is normally **interpreted** in response to their own **'map of the world'**

So what does this mean for lawyers?

- Your client communication will come with your map of the world – *so don't assume that your clients will automatically get it*
- Communication is **20%** of what we say and **80%** of what we feel about what we say. ***So be emotionally aligned to your conversations with clients – costs/expectations!***
- The way we communicate **with ourselves**
- and **with others** determines the **quality** of our relationships



**When you talk, you
are only repeating
what you know; but
when you listen, you
learn something
new.**

Dalai Lama



HIGHER PERSPECTIVE
CONNECT. REVEAL. TRANSCEND.

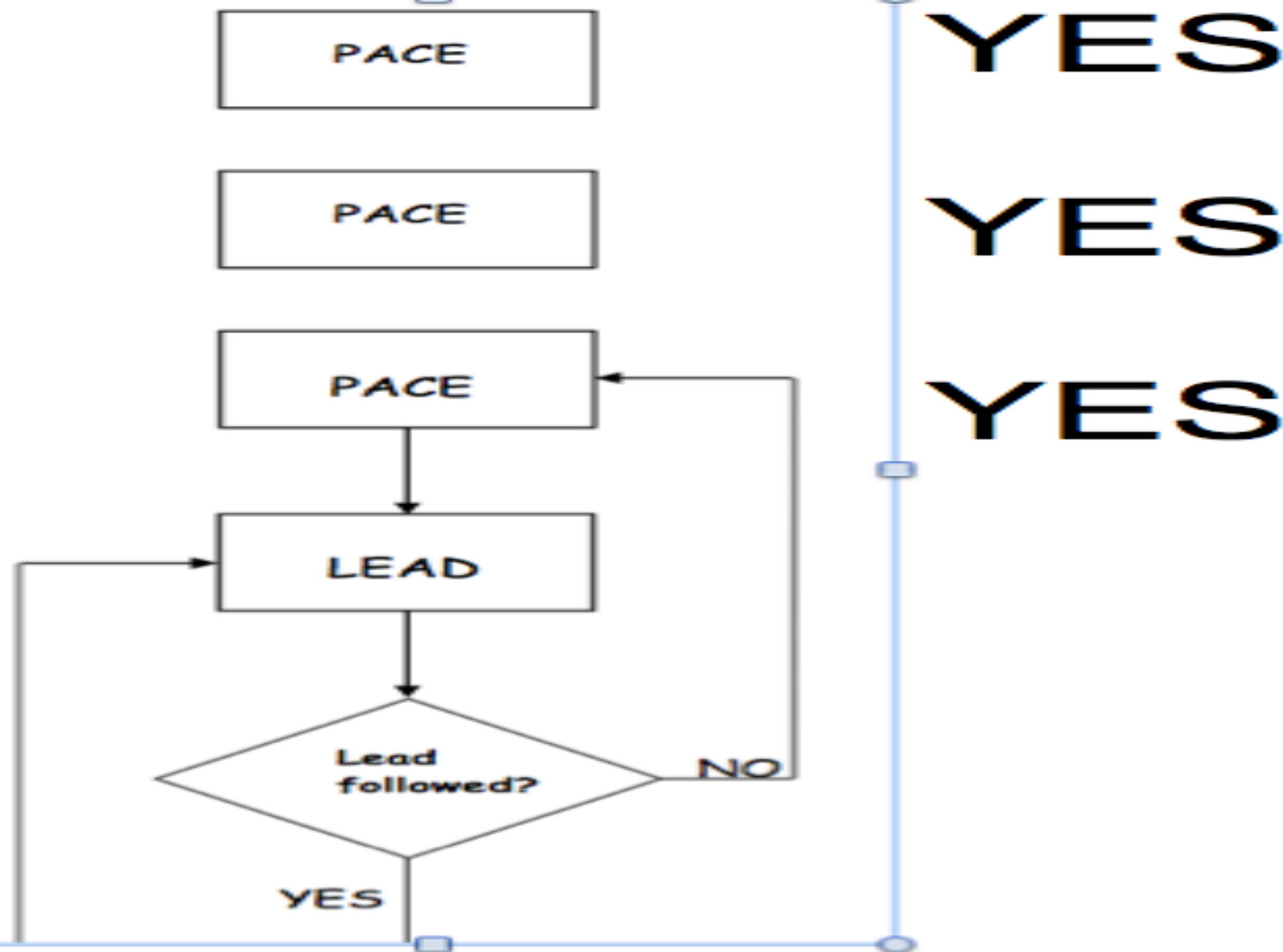
Client brief



Client budget



**I need
you to
stay late
tonight
to finish
this.....**



Pace Pace Pace Lead

- I really appreciate the efforts you have put in to meet this important deadline - *YES*
- You know we are really close to finishing this piece of the work - *YES*
- And your input is critical - *YES*
- **I need you to stay late to finish this so we can achieve our clients target - *LEAD***

Your Turn – costs/enquiry responses



You have more confidence in cost requests if:

- You finish the transaction well – *bell's curve of gratitude*
- You start well – *Know Like Trust*
- Run the matter well



Dealing with angry clients – 5 key steps

1. **Stop wishing they will behave – they won't – so prep**
2. Deal with your emotions first – *use your body language*
3. **Deal with their emotions *rather than defend or justify yours***
4. Actively Listen – **Do feed back that you have heard the emotion** *or they may shout again as you did not get it the first time that they were angry*
5. **Do not engage in the conversation rationally until the heat is out-** unless you want to fight

When the heat has cooled ...

- Manufacture a break, where possible
- Focus on issues not person – *this person has lost control – give face if you can*
- Look for common ground & move into problem solving issues
- Pass to another colleague



Consultative Selling – using the S.P.I.N. method (1)

- 1. Situation Q:** *How's everyone at home coping with the litigation process for the injury you have suffered? In our experience most of our clients require a counselling service to ease them through it?*
- 2. Problem Q:** *- What do you find frustrating about the way your legal work is handled by xyz?*

Consultative Selling – using the S.P.I.N. method (2)

3. Implication Q: *Does your company experience a lot of delays in trying to get your bills paid?*

4. Need-payoff Q: *If I can show you a proven way to find a permanent solution to this adverse situation, would you be willing to hear my brief presentation?*

Code of Conduct – Aspects of Client Care

Fiona Gillam My Compliance Manager



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Client Care – Open Session



- Client care - the essentials
- Client care letters
- Terms of Business
- Lexcel requirements



Code of Conduct - Aspects of Employing and Inducting Staff

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- Employing staff
- Security and ID checks
- Inductions
- Training
- Supervision
- Appraisals and rewards



Expanding your business

Other factors to consider:

- Outsourcing legal work and processes
- Remotely working staff
- Supervision
- Succession planning
- Holiday and absence management



Essential legal business skills

- Any questions?

