

Contents

<i>Foreword by Tom Kane</i>	5
<i>How to use this Desk Reference and Success Kit</i>	7
Four ways to get started	7
What's in the <i>Success Kit</i> ?	8
<i>Readings and quick references</i>	13
Advances – How to increase results by planning advances	13
Associates – What's different for associates?	15
Associates – Eight steps to keep business development on track	16
Books – Recommended resources	20
Buyers – Buying trends for legal services.....	24
Clients, current – Who should you focus on first?	26
Clients, current – Four steps to protect and increase business with current clients	28
Clients, current – A checklist of best practices to increase satisfaction.....	30
Clients, new – How to find new clients, step by step.....	33
Closing – Can you learn how to close faster?	39
Closing – When to close and “ask for the business”	40
Consultative selling – What is it and why should lawyers care?	42
Consultative selling – Clients as coaches.....	43
Consultative selling – Clients as partners	45
Consultative selling – The importance of follow-up.....	46
CRM – How to get the most from your firm's CRM software	48
Cross-selling – What works and what doesn't.....	49
Elevator speech – Do you need one?	52
Elevator speech – Six steps to create or improve your elevator speech.....	53
Follow-up – How to assure that you follow up consistently	56
Follow-up – A checklist of best practices for keeping in touch.....	58
Follow-up – Sample reports to improve tracking.....	61
Internet – Recommended resources	68
Listening – Five steps to becoming a better listener	71
Meetings – Checklist to increase results from your next meeting	72
Meetings – Sample agenda for your first meeting with a new client	73
Networking – How to increase results from networking	75

Networking – Three steps to prepare for a conference or networking meeting	77
Optimism – If you can't be optimistic, pretend	78
Planning – A three step process to improve business development results	79
Planning – Define your niche.....	81
Planning – Define your ideal clients	82
Planning – How much time do you need for business development?.....	83
Publishing – Five steps to increase results from writing articles and books.....	85
Qualifying – How to avoid wasting time with the wrong people	87
Questions – Prepare for your next meeting by selecting questions from this list	88
Re-connecting – Six steps to re-connect with past clients and colleagues.....	92
Referrals – How to get more referrals.....	94
Referrals – A checklist of best practices for referral sources.....	95
Sales training – Frequently asked questions about lawyers and sales training	96
Satisfaction – The ultimate question for current clients.....	98
Satisfaction – Sample email to propose a satisfaction interview	99
Service – Dan Hull's 12 step program to improve client service.....	100
Social networks – The hidden power of social networks.....	101
Speaking – Six steps to increase results from speeches	102
SPIN selling – The only system based on twelve years of research	104
Success – Have lawyers been seduced by success?	109
Summary – Everything you need to know in seven words	111
Summary – Ten steps to build your practice.....	113
Summary – The top two things to do with current clients	113
Tactics – The zen of selling by not selling.....	114
Women rainmakers – Survey findings for successful female rainmakers	116
<i>The audio CDs</i>	118
How to use CD1 on your computer.....	119
How to use CD2 and CD3 on your CD player.....	122
Module 1 – How the legal market is changing, and what it means to you.....	122
Module 2 – Six ways to increase results from your limited marketing time.....	132
Module 3 – How to protect and increase business with current clients	140
Module 4 – How to find new clients: From prospecting to closing	149
Module 5 – How to improve your elevator speech	158
Module 6 – How to increase results from speaking and writing.....	163

Let us know what you think..... 171

Appendix: The coaching program 172

 Can coaching help you? 172

 The single most important factor in success 173

 Types of coaching programs 173

 What should you do before the first call? 175

 Weekly coaching calls 175

 What else does the coaching program include? 180

 Evaluation 186

 Other coaching options 187

Index..... 188