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A new product to help lawyers sell

Burlington, MA – January 2, 2008. As the legal marketplace has become more competitive, law firms have increasingly turned to sales and marketing professionals for help. ALM Research recently reported that 2/3 of large law firms had added business development staff. A survey by the BTI Consulting Group found that marketing spending per attorney had increased 20%. Now comes a product which would be standard operating procedure in any other industry, but which is revolutionary for legal marketing: *The LegalBizDev Success Kit*[™] is a collection of books, CDs and tools to help lawyers win new business more quickly.

Although the product was just released a few weeks ago, it has already been purchased by six AmLaw 100 firms in what author Jim Hassett calls “the fastest decisions I’ve seen since I started working with lawyers. Big law firms are known for many things, but rapid decision making is not one of them.”

The firms plan to use the product in a number of different ways, including coaching and workshops, train the trainer programs, and as a standalone resource.

The *Success Kit* allows lawyers to work on business development whenever and wherever they can find a few free moments. “Lawyers’ most precious asset is time,” Hassett says. “In the twenty years we developed training programs for sales professionals, every one of our clients was pressed for time, whether they worked on Wall Street or Main Street. But of all the groups we’ve worked with, lawyers are by far the busiest.” The combination of a strong demand for legal services and a business model based on billable hours has led to an environment in which “Firms are on a treadmill paved with gold.” (*The American Lawyer*, May 2007, p. 127).

In other businesses, dedicated professionals can devote 40 or 60 or 80 hours per week to selling. But every lawyer must do their own selling in their spare time, and most will be lucky to find an hour or two a week. Therefore, lawyers must prioritize relentlessly to get the most out of the time they do have. “Lawyers must learn to avoid good ideas,” Hassett



says, “because they only have time for the very best ideas, the ones that fit each individual’s practice, personality, and schedule. For example, too many lawyers are spending their limited marketing time on events to attract new clients. They would get better results if they devoted that time to the clients they already have.”

Limited time is not the only challenge in legal selling. “The very traits that help people succeed as lawyers can hurt them when the time comes to sell. The legal profession attracts people who can see the negatives and complications in any situation, and who talk more than they listen. When you are selling, these are not good things,” says Hassett. “On the plus side, lawyers are fast learners. Show them evidence that something works, and they will adapt quickly.”

Lawyers are going to need all the help they can get as their profession gets more competitive. In one Thompson FindLaw survey, ninety-one percent of firms were trying to grow existing clients, and eighty-one percent were working to acquire new ones. Where is all that new work likely to come from? From other law firms. When one firm wins new business, someone else usually loses it.

In selling, you just need to be a little better than your competitors. In the classic article “Are law firms manageable?” David Maister wrote “The greatest advantage lawyers have is that they compete only with other lawyers.” Until recently, the same could be said about selling. But these days the competitive bar is going up.

“Everyone agrees that law firms are in a period of change,” says Hassett, “but there are lots of different opinions about exactly where they are going, and how fast they will get there. My money is on rapid change, because these days clients are more demanding than ever, and they are not willing to wait. The law firms that act first will be big winners.”



Jim Hassett founded LegalBizDev to help lawyers develop new business more quickly by applying best practices from other law firms and from other professions. Before he started working with lawyers, Jim had 20 years of experience as a sales trainer and consultant to companies from American Express to Zurich Financial Services. Jim has published seven books and more than seventy articles in publications ranging from the *New York Times Magazine* to *Legal Management* and *Strategies: The Journal of Legal Marketing*. He has a Ph.D. from Harvard University, and is an Adjunct Associate Professor of Psychology at Boston University. Jim’s blog, *Legal Business Development*, (at www.jimhassett.com) was featured in *BlawgWorld 2007* as one of “the most influential legal blogs.” He also writes a monthly column for *Law Firm Inc.*, tracking the latest trends in business development.

LegalBizDev (www.legalbizdev.com) helps lawyers save time by developing new business more efficiently. The company offers books, audios, workshops, coaching,

speeches, and train the trainer programs help each lawyer to identify the activities that are most likely to produce immediate and practical results for their practice, their personality and their schedule.

The LegalBizDev Success Kit is available for \$995 from www.legalbizdev.com, and includes an unconditional money back guarantee. For sample selections, an audio demo, and reviews, see www.legalbizdev.com. For more information, contact info@legalbizdev.com or call 800-498-7246.