

Lawyer business development coaching

In the current marketplace for legal services, legal technical skills and experience alone are insufficient preparation for partners and other lawyers to become credible, persuasive, and effective business developers.

While many lawyers have acquired useful personal marketing skills like networking, making contracts, presenting a positive and credible firm image, and identifying opportunities for business, most are limited by an inability to convert great opportunities into new files and clients.

Julian Midwinter & Associates works with firms, practice groups, and individual lawyers to substantially improve their capacity to keep valuable clients and win new business.

High-level, seasoned marketing and sales professionals, fully conversant with the special issues and needs of lawyers and their clients, deliver our intensive one-on-one and coaching consulting services.

We draw on our extensive research base and legal sector experience to offer confidential guidance and practical counsel and support, face-to-face, and by phone and email.

The service helps lawyers charged with business development responsibilities to build key skills in areas spanning:

- Finding opportunities
- Approaching prospective clients
- Assessment, evaluation and prioritisation of opportunities
- Face-to-face selling and marketing
- Presenting
- Persuasion techniques
- Managing opportunities and the selling process
- Expanding and reinforcing client relationships
- Building credibility
- Developing rapport
- Telephone skills
- Communicating client care and service orientation
- Managing key accounts
- Leveraging from successes
- Identifying opportunities for growth
- Personal and practice profile raising
- Positive client and prospective client interactions
- Campaign coaching
- Planning and executing business development initiatives
- Introducing colleagues and team members to key clients
- Cross-selling
- Gap identification
- Overcoming obstacles
- Assessing progress
- Preparation for panel interviews
- Converting opportunities to matters.

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Outcomes

Using the Julian Midwinter & Associates techniques lawyers typically find they:

- Develop rapid and sharp focus on what is required to win each bid and opportunity
- Build key skills “in practice”
- Quickly identify gaps and obstacles
- Improve consistency and enhance client service delivery
- Expand their arsenal of professional capabilities
- Improve their professional and business effectiveness
- Increase their personal marketing power
- Approach business development opportunities with greater confidence
- Grow their practice and practice group, profitably.

If your business development skills need a boost, enlist our support and we will design a programme to suit your requirements. Call us on +612 9968 4168 or email julianmidwinter@julianmidwinter.com.au