

Powerful client presentations

The challenge

Purchasers of legal services are more sophisticated in the way they choose their law firms. There is more choice. Technology has broken down barriers of communication and the traditional local clients do not necessarily choose a local law firm. Clients also expect more for less in a world of free information. The importance of being able to differentiate your firm from its competitors is vital to continued success.

The solution

Understanding your potential client profile prior to any presentation means you will not be taken by surprise as you can anticipate needs. During the presentations raising your sensory acuity enables you to pick up physical cues and respond accordingly.

Who is the programme aimed at?

Lawyers who make presentations to prospective clients either in a formal pitching scenario or in a first interview with a client.

This programme is also well suited to specific practice group who may seek specific clients or industry groups.

Business benefits

- Be in control of the client selection process and present with all the information;
- Increased success on client pitches;
- A can do culture where preparation leads to success.

Key topics

- Conducting a client research profile;
- Understanding your client purchasing profile;
- How will the end purchaser make her decision;
- How to prepare properly;
- Looking at your physical cues – what your body is saying that your mouth is not;
- Looking at employing representational language to match your client's;
- Mirroring and matching

Format and CPD hours

Masterclass (2) half-day (3) and full day (6)