

Winning new business

The challenge

Traditionally law firms could rely on clients walking through their door for new business. Times have changed. Law firms now have to be able to differentiate and sell themselves to prospective clients. It is no longer good enough for one person in a firm to be a rainmaker, now everyone needs to be able to sell the firm and gain new business.

The solution

Selling is a mindset. This programme looks at helping firms create a culture where everyone in the firm is able to sell and in turn win new business.

Who is the programme aimed at?

All lawyers who wish to improve their business development skills. The programme can also be adapted to specific audiences like partners, associates or specific departments like corporate, litigation property.

Business benefits

- Get everyone in your firm selling;
- Create a mindset of selling within your firm;
- Increase profitability through more sources of work

Key topics

At the end of the programme delegates should be able to:

- Understand what business development means to them;
- Identify their current level of business development;
- Examine what currently holds them back from selling;
- Identify what it feels like to stand in a potential clients' shoes;
- Identify the necessary mindset to sell effectively;
- Set their own business development goal;
- Identify how to spot new opportunities;
- Work with existing clients to recommend your firm to others.

Format and CPD hours

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