



A WORLDWIDE NETWORK OF LEADING LAW FIRMS

WELCOME TO THE 2022-2023 New Partner Institute

Business of Law and Business Development Program
for SCG Legal Member Firms

scglegal.com

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THE NPI MODULES

INTRODUCTIONS & BUILDING
A STRONG FOUNDATION

PRACTICE MANAGEMENT &
PROCESS IMPROVEMENT

LEADERSHIP

PLANNING FOR SUCCESS

NPI Faculty

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INTRODUCTIONS & BUILDING A STRONG FOUNDATION



Catherine Alman MacDonagh, JD
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Today's Program

- Marketing and sales
- Effective introductions

THE DIFFERENCE BETWEEN

sales + marketing

Centers around the present

Centers around the future

Focused on
one-to-one transactions

Focused on
one-to-many transactions

Meets needs in an
opportunistic manner

Meets needs in
a strategic manner

Makes a push

Pulls people in

Depends on tried-and-true
best practices

Uses constantly evolving
tools and tactics

Allows for a
two-way dialogue

Directs
one-way messages

Is driven by
human interaction

Is driven by
metrics

Provides short-term
advantage

Facilitates long-term
sustainable success

CLIENTS' JOURNEY

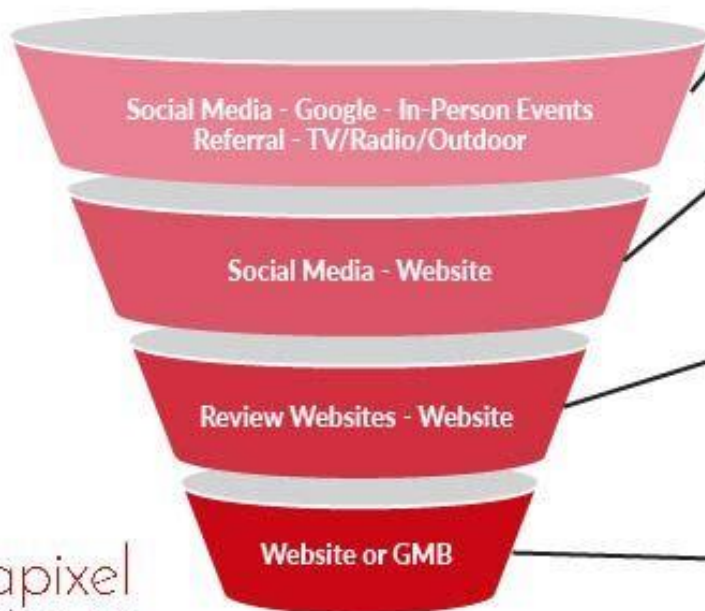


CAMPAIGN TACTICS



The Legal Marketing Funnel

The marketing channels that most commonly map to each phase



Awareness

Awareness of a legal practice is typically generated in one of four ways: a Google search, traditional media, a social media post, an in-person event, or a referral.

Interest

The interest phase is largely driven by social media posts and before and after galleries on your website

Consideration

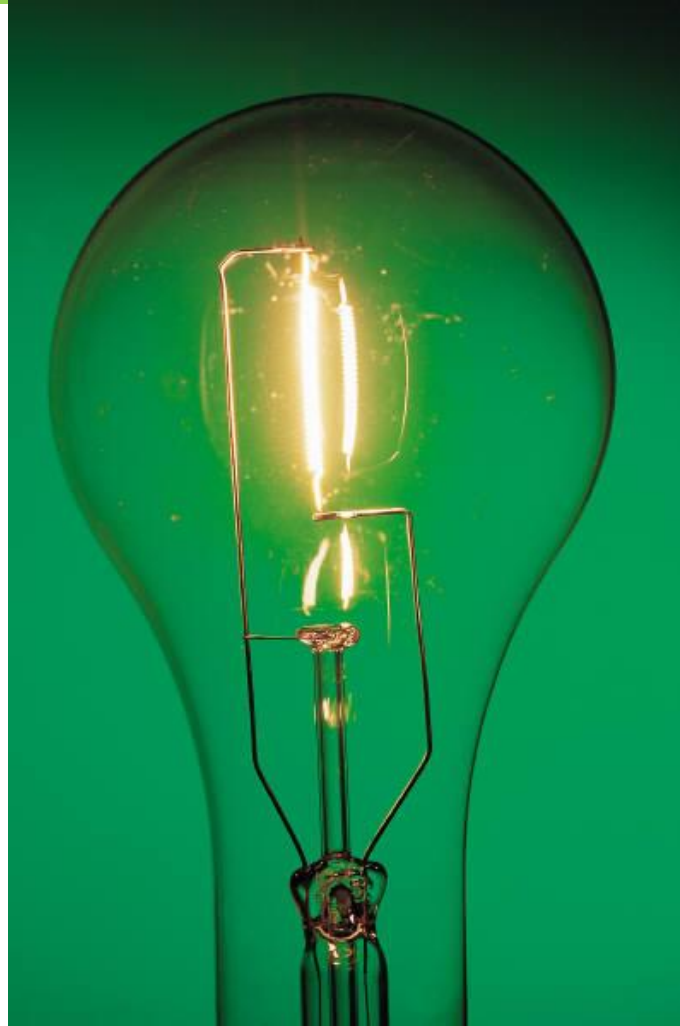
The consideration phase is conducted on a practice's website, as well as on review websites such as Google, Avvo, etc. One can identify these review websites by checking the websites that rank on Google for a practice's name and keywords such as "best X lawyers in city." It's also important to check what websites rank for "firm name reviews."

Action

Action is almost always precluded by a visit to the practice website. Ensuring your website is mobile-friendly and your contact information is readily available is critical at this point

sagapixel
seo web design ops

I Say Sales, You Think...?



Sales Defined

- Asking
- Listening
- Being helpful
- Uncovering and addressing a need
- Relationship building
- Client service

Stages of Personal Selling



Top 5 Keys to Success

- Attitude
- Invest time wisely - lose fast
- Passionate
- Overcomes obstacles
- Likeable - authentic

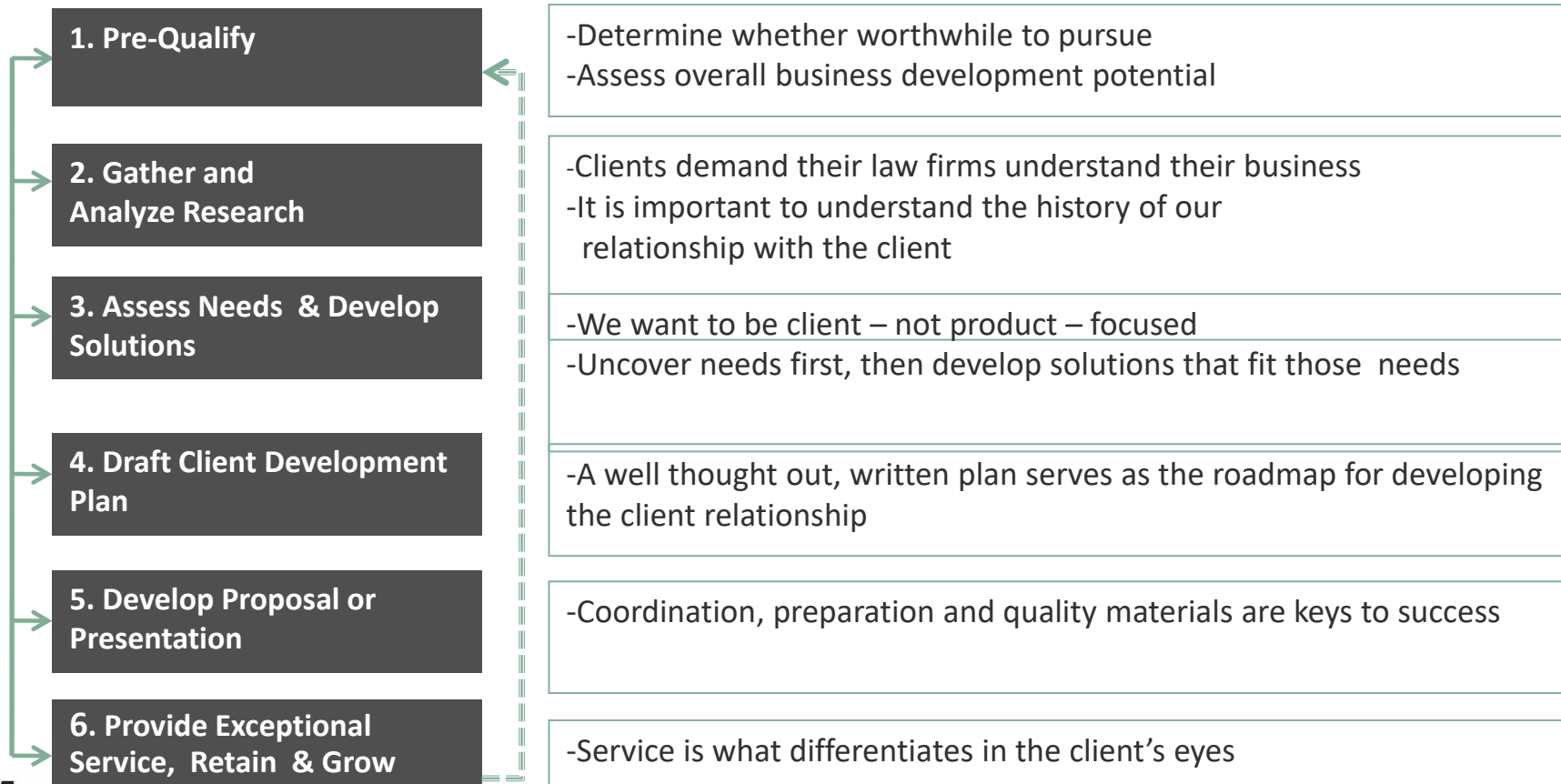
Selling - Inside & Out

- You must connect personally
- Inside
 - Referral sources
 - Teams
 - Cross selling
- Out
 - Clients
 - Prospects
 - Referral Sources

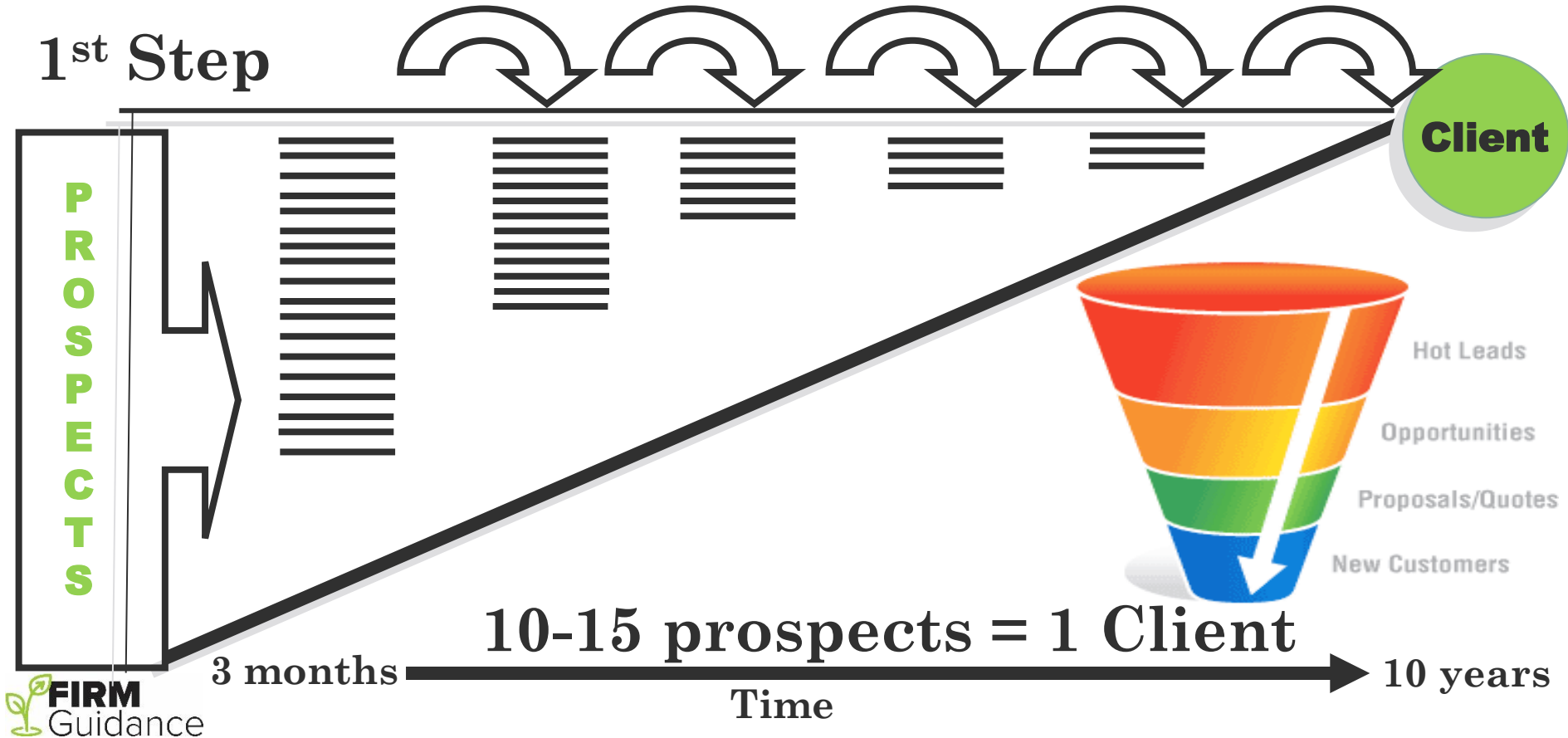
What's Effective

- Stay tuned to WII FM
- Ask good questions
- Listen. Listen. Listen.
- Be prepared
- Develop your skills
 - Communication styles
 - Personality types
 - Memorable introductions (aka the “elevator speech”)

The Client Life Cycle



Client Development: The Sales Cycle



Making - and Managing - Time

- Engage in effective activities – try to find those that cost only time
- Manage contacts
- Select targets
- Assess & qualify
- Forge, maintain and grow relationships

Get Organized (or Reorganized)

- Clean up your contacts
- Categorize contacts
- Determine your targets and priorities

Categorize Targets

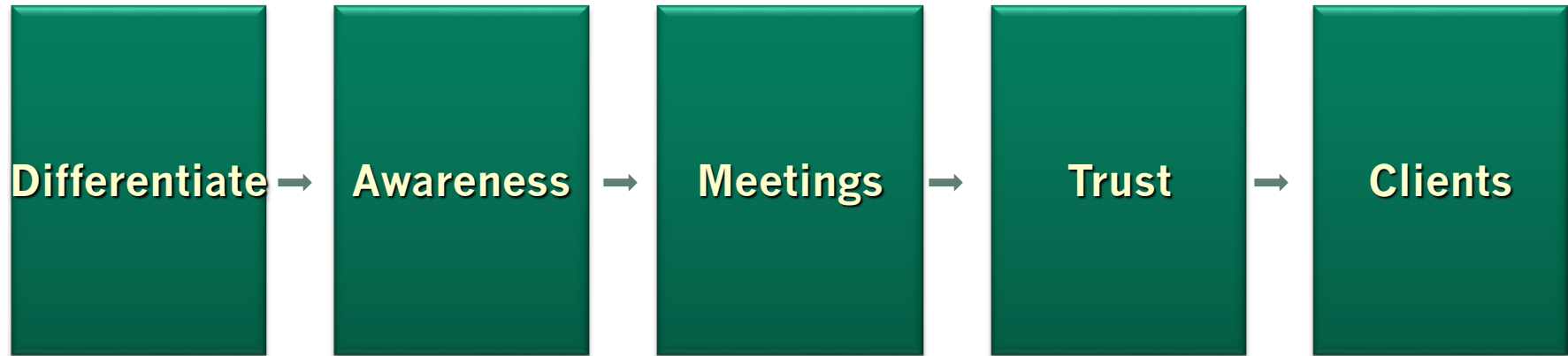
- Clients
- Family/friends
- Prospects
- Referral sources
- Hubs and connectors
- Allies and Others

Focus on Referrals

When selecting firms, in-house counsel rely primarily on personal referrals from the following sources (*top 2 choices selected*):

- Recommendations from current outside counsel **(79%)**
internal and external
- Company approved list (50.4%)
- Ask in-house counsel at their company (49.6%)
- Ask in-house counsel at other companies (48.9%)

Five Steps to a Referral



Identify Opportunities with Good Qs

- What work are you currently doing? What work are other firms doing for them?
- What are the trends/issues impacting their industries?
- What are your clients' future plans?
- Are your clients aware of all the firm's capabilities?
- What are the career aspirations of your contacts?
- Are there seminars or CLE programs you could deliver to your clients?

The Fortune is in the Follow Up

- Build in the follow up to each contact
 - Be clear
 - Make it time bound
- Use the system that works for you
 - Call sheets
 - CRM
 - Outlook
 - Calendar
 - Action items – use those flags!
- DO IT!

Elevator Speech Workshop



“Hello”

WHO
ARE
YOU?

How do you answer this question?



ELEVATOR SPEECH WORKSHEET

What it is

- 20-30 seconds
- A succinct soundbite
- Memorable
- Spotlights something unique about you
- Focused on what you offer and the benefits of working with you
- Delivered effortlessly and naturally

Guidelines

- Keep it short
- Think "tagline"
- Describe yourself and what you offer
- Solve a problem
- Offer a vivid example
- Lay out the benefits
- Be excited about your work!
- Practice makes perfect
- Use this worksheet to get started
- Practice – out LOUD

Rules

- Must have a hook - something that inspires people to want to learn more about you
- Tell your listener why you are interested in them
- Must pass the "so what?" test
- Make it powerful and focused on what you can do for others
- Write
- No: "I'm a partner/counsel/associate"
- No: sales pitch
- No: legalese
- Generic for all purpose, specific for events / opportunities
- Try this: my name is _____ and I help _____.
- Feature, verb/action, benefit

What are your deliverables? Identify services or features:

Write a list of benefits your clients derive from working with you (make sure they pass the "so what?" test:

Combine the deliverables with the benefits to write your 15-25 second elevator pitch. PRACTICE IT until you can say it effortlessly.

"So, what do you do?"

- 20-30 seconds
- A succinct soundbite
- Memorable
- Spotlights something unique about you
- Focused on what you offer and the benefits of working with you
- Delivered effortlessly and naturally

Examples

“I’m the sexual harassment go-to for medium sized businesses and I enjoy studying desert wildflowers when I’m not helping clients avoid (or handle) trouble.”

“I’m an extreme skiing photographer . . . on the weekends. And a tax attorney helping my clients navigate the code on the other days of the week.”



The Benefits of an Effective Introduction

Your elevator speech is your succinct introduction and description of who you are and what you do.

It is your opportunity to define (or redefine) your personal brand or your reputation.

Communicating your elevator speech to others allows them to remember how you help people.

Other people can literally be your commercial!

The Rules

It must pass the “so what?” test.

Try not leading with “I’m a lawyer.”

No sales pitch.

No legal-ease!

Guidelines

- Keep it short
- Think “tagline”
- Describe yourself and what you offer
- Solve a problem
- Offer a vivid example
- Lay out the benefits
- Be excited about your work!
- Practice makes perfect
- Use this worksheet to get started
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Elevator Speech Workshop

- What are your deliverables?
 - Are services or features clear?
- How do clients/SCG referrers benefit from working with you?
 - Make sure they pass the “so what?” test
- Combine the deliverables with the benefits
 - Add what is unique about you
 - Craft/refine your 15-25 second elevator pitch
- Practice - introduce yourself to the group!

Contact



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