

CLIENT DEVELOPMENT

How to Ask for Business / Close the Sale

Recently I have been coaching and blogging on how to ask for business and close the sale. In a down-economy and increasingly competitive legal environment it is more vital than ever that you become efficient and effective at client development. The first step is to increase your credibility and visibility; the final step is to convert that credibility and visibility into relationships that lead to you getting hired.

The lawyers I coach are often able to build their profile and relationships but find it difficult to convert their visibility to business. In my blog, www.cordellblog.com, I provide five clues on how to ask for business and close the sale. Those clues are outlined below. I hope you find them beneficial in building your book of business.

THE FIVE CLUES

Clue #1: Ask yourself why you are uncomfortable asking for business. Think about the reason you are uncomfortable asking for business. Your answer is your first clue.

Clue #2: Put yourself in position to have potential clients seek your help so you never need to ask for business. Identify a problem, opportunity, or change (before your potential clients know they have one), offer a solution, and give it away. If you are perceived as the “go to” lawyer, clients will find you.

Clue #3: Find ways to add value to your potential client prior to getting any legal work. When you add value with no expectation of anything in return, good things generally follow.

Clue #4: Focus on charisma. Be confident and genuine. If you believe in yourself you will show strength, and if you genuinely care about your clients your warmth will come through in your facial expressions and body language.

Clue #5: Bottom line - never ask for business and never try to close the sale. Instead, ask your potential client questions and then show your potential client how you can help them.



Recommended Reading

Linchpin
by Seth Godin
www.sethgodin.com

Closing the Book on Closing
by Charles H. Green
<http://bit.ly/8XE18V>

Trust Based Selling
by Charles H. Green
www.trustedadvisor.com

Spin Selling
by Neil Rackham
www.neilrackham.com

The Likeability Factor
by Tim Sanders
www.timsanders.com

**CORDELL
PARVIN LLC**