

The cultivation of Rainmakers

As law firms are dragged into an increasingly competitive business environment, high quality selling is critical. Key clients are won and retained by the more sales-orientated firms whose value-added selling capability will give them significant advantage over their competitors.

Competition among law firms is fierce, and continues to intensify. Clients must be resold constantly. Each time a need arises, you must demonstrate greater value and more compelling reasons to hire your firm.

Increased competition means firms can no longer afford the luxury of partners who are solely skilled legal technicians. Partners must now develop business, where previously they could succeed through fulfilment only.

Lawyers need to maintain high annual billings and originate business, but billing pressures can create a disincentive to spending time selling. To balance these obligations, lawyers need professional selling skills to recognise and effectively exploit opportunities to sell additional services to existing clients and develop new clients—while remaining billable.

This course can help your firm gain the competitive advantage needed to win the business by:

- Identifying the factors that predict success as a 'rainmaker'
- Understanding your own personality traits
- Identifying your client's style
- Focussing on your customer needs
- Develop long-term strategic relationships

To find out how the Personal Profile System® can help your law firm please contact Dieter on +44 (0)1932-252804 or email dieter@westpointlearning.com

