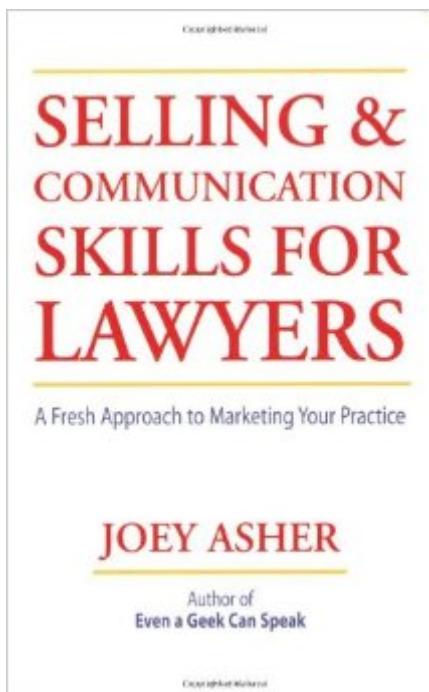


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# Selling And Communications Skills For Lawyers: A Fresh Approach To Marketing Your Practice



## **Synopsis**

Designed for lawyers seeking to improve and strengthen their client relationships, this guide offers strategies for effectively communicating with clients. Top lawyers offer their own strategies for speaking and presenting themselves in a way that pleases clients and cultivates their practice. The importance of empathizing with a client's position is stressed and explained, as is creating a long-term business plan for a practice. How to conduct an efficient meeting, tips for creating an interactive legal presentation, and the ethical issues of selling and marketing a firm are also addressed.

## **Book Information**

Paperback: 300 pages

Publisher: Persuasive Speaker Press (December 1, 2004)

Language: English

ISBN-10: 1588521230

ISBN-13: 978-1588521231

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 14.9 ounces (View shipping rates and policies)

Average Customer Review: 3.5 out of 5 starsÂ  See all reviewsÂ  (4 customer reviews)

Best Sellers Rank: #1,550,620 in Books (See Top 100 in Books) #9 inÂ  Books > Law > Law

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## **Customer Reviews**

If you want to develop the skills you need to maintain great relationships with clients and grow your book of business, you should read this book every year. Asher does not say you have to transform yourself into a salesperson. You still practice law. But you do need to develop communication skills that successful salespeople use, such as networking, prospecting, schmoozing, elevator pitching, getting "out there" in the media and in front of trade associations, understanding your market and what motivates them to hire you, using the telephone effectively, making sales calls, listening first (and talking second), winning beauty contests, cross-selling, and communicating "with style that connects." Asher covers all these topics thoroughly and clearly, with useful examples. Asher, an attorney, understands what clients want from lawyers. "Even though great legal work is important, it's not the primary reason why businesses hire one lawyer rather than another," he says in his introduction. "Over and over they tell me they want lawyers who understand their business, are

focused on helping them achieve business goals, and can speak to them about the law in terms of how it can help them achieve their business goals." That is this book's guiding principle. Some of the best material in this book and anywhere is Chapter 3: "Schmoozing," which is about striking up conversations with people you don't know and are reluctant to approach, perhaps because you're shy. The key to getting the ball rolling is showing interest in other people. Asher gives examples of questions you can ask someone you want to meet in various situations. And here's a simple rule of thumb, the Five-Foot Rule: "Thou shalt say hello to anyone who is within five feet of you." This market is saturated with mediocre, self-serving books written by law marketing consultants whose primary objective in writing a book is to say they did. This rises way, way above all that chatter.

This book does a great job of teaching you how to go out and get clients. It's full of really useful practical tips, such as how to make cold calls, how to "google" your way into the front door, how to engage in effective cross-selling, how to make maximum use of airplane flights. It even teaches how to shmooze effectively. It's easy to read, well organized, clever, full of memorable anecdotes, etc. I strongly recommend it to anyone interested in learning how to get clients.

This book is essentially divided into two sections. The first part provides ideas, methods and sales techniques for obtaining business. Many of these ideas are devoted to those involved in specialty practices; however, there are many useful tips that could be used in any size or kind of practice. The second part is devoted to basic communications skills, which would be applicable in any line of work. I found the book to be an easy, quick read and helpful advice for a young lawyer on how to better market the legal services that I can provide.

I HAVE PRACTICE LAW FOR OVER 32 YEARS AND I WAS TOTALLY PUT OFF BY THIS BOOK. IT IS OF NO VALUE TO SMALL OR SOLO PRACTITIONERS. IT HAS NOTHING TO DO WITH THE PRACTICE OF LAW BUT RATHER IT IS FOR LAWYERS IN LARGE OR MEDIUM FIRMS WITH SPECIALTY PRACTICES WHO ARE ABOUT TO LOSE THEIR JOBS FOR FAILING TO MEET THEIR SALES QUOTAS. THERE IS NOTHING ABOUT DOING A GOOD JOB FOR YOUR CLIENTS. IF YOU ARE INTERESTED IN STEALING LARGE CORPORATE CLIENTS BY HANDING OUT CARDS IN ELEVATORS OR AT HEALTH CLUBS YOU MAY BE INTERESTED IN THIS BOOK. OTHERWISE, BUILD YOUR PRACTICE BY SERVING CLIENTS IN COMPETENT MANNER.

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