



Competitive Selling & Differentiation

The market for legal services is, in the eyes of the client oversupplied and under differentiated and even the most skilled people find it difficult to establish and sustain a competitive advantage. A competitive advantage is gained by offering clients greater value, either by means of lower prices or by providing greater benefits and service that justifies higher prices.

There are very few new business opportunities where the client is not considering alternatives however informally and the temptation is to offer discounted fees and other costly benefits to the client to win the work. This approach to differentiation can mean only one thing—erosion of profits in both the short and long-term.

Research shows that over 50% of buyers of high value services which includes legal services DO NOT select the cheapest solution. Differentiation means finding out the client's buying criteria—e.g. sector knowledge, online services, international network and then positioning the firm strongly to meet those criteria. Differentiation is about giving clients clear reasons to select your firm in preference to the competition and at the fees you need to charge.

Objectives

By the end of the programme delegates will have learnt:

- How to uncover clients Buying/Selection Criteria
- Strategies to influence clients to strengthen competitive advantage

Course Content

- Buying/Selection Criteria—what are they and how do clients use them
- Uncovering clients' Buying Criteria
- Influencing clients' Buying Criteria
- Personal Development Action Plans.

Duration

3 hours

Facilitation

1 trainer

Group Size

Max group size is 6 to allow the trainer to provide delegates with individual input.

Who should attend

Partners who have responsibility for BD