



Selling high value services – powered by SPIN[®]

The market for legal services is now highly competitive. Successful commercial organisations employ highly trained sales professionals to identify and develop new business. Most professional firms do not, but the need to generate fee income is just as strong within the professional sector as it is within the commercial world.

The skill to win new work is now a significant factor in establishing a competitive edge. The risk to individuals who stay in the professional role of 'expert' waiting for clients to approach them is that they will lose out to more active and skilled competitors.

In our experience from working with lawyers on business development we have identified a number of issues:

- When in front of the client, individuals don't ask enough questions – they believe the client expects them to know!
- They don't ask the right questions which will uncover the client's needs
- Professionals tend to rush in with solutions as the 'expert' before they have fully identified the client's needs and fail to address the issues the client wants to address.

As a consequence, they lose out on many business opportunities as the client fails to see the value of their services.

Objectives

- Understand the concepts of new business development and know how to apply them
- Be able to maximise new client wins and cross-selling opportunities.

Benefits

This course concentrates on face-to-face selling skills and will enable individuals responsible for selling to:

- Fully exploit new business opportunities that exist with new and existing clients
- Increase the client's perception of the value of their services
- Strengthen client relationships
- Establish a competitive edge
- Obtain value from time spent in business development
- Feel comfortable in a business development environment.

Course content

- Introduction of the SPIN[®] questioning model
- How clients make decisions
- Buyer analysis
- Structuring a BD meeting
- Planning for BD meetings
- Clients' needs and buying criteria
- Questioning and listening techniques
- Presenting solutions
- Overcoming objections and obtaining appropriate outcomes
- Effective note taking in BD meetings
- Personal Development Action Plans.

Pre-course work

Delegates will be asked to complete a piece of work prior to attending the course which will enable us to concentrate on skill development during the programme.

Duration

2 days + 1 day follow-up 6-8 weeks after the initial course

Facilitation

8 delegates, 1 trainer and 1 actor

Who should attend

Partners and Fee Earners who are actively involved in cross-selling and winning new clients.