

Legal Sector Breakfast Briefing

Leeds

8 February 2024

Legal Sector Breakfast Briefing

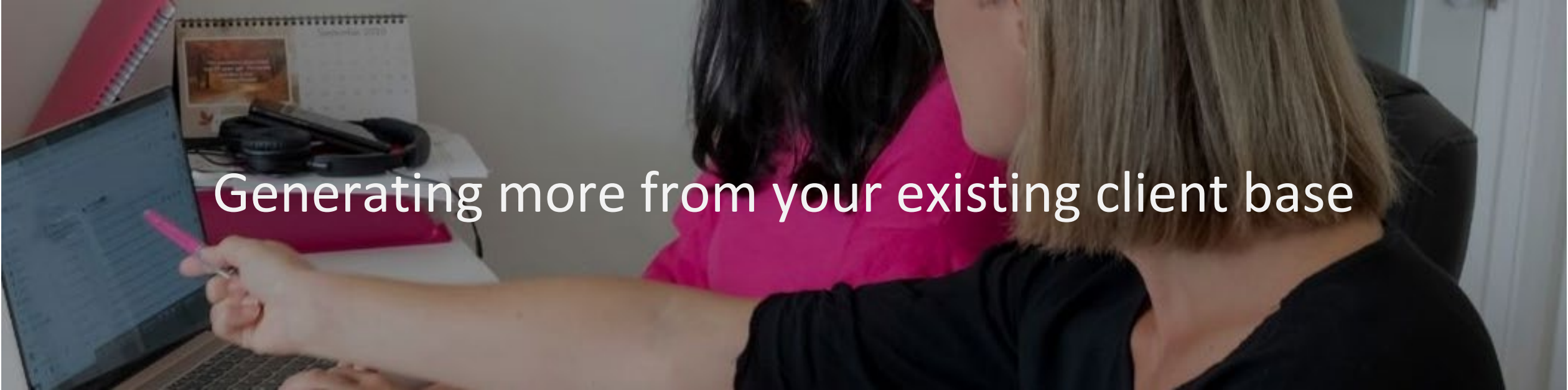
Welcome & Introduction

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Armstrong Watson

Legal Sector Breakfast Briefing

- 8.00am - Arrival and breakfast
- 8.30am - Welcome
- 8.35am - Briefing
- 9.30am - Q & A
- 10.00am - Close





Generating more from your existing client base



Business
consultancy



Marketing
support



Social
media



Marketing
strategy

Leeds 8th February



Who am I and
what do I do?

Introduction

- The low hanging fruit - where to focus time and energy
- Key Account Management Programs and why they are vital
- Social selling - what is it and why do I need to do it?
- How to handle enquiries to improve conversion
- What is follow up and why do it?
- How to keep in touch with your database to encourage more work
- What tactics to employ to achieve cross sales success
- How to view the overall business and identify cross selling opportunities

Generating more from your existing client base

- Free
- Know like and trust
- 80% of work repeat/referral
- Ambassadors

The low hanging fruit - where to focus time and energy

- Existing clients
- Friends and family of clients
- Referrers
- Suppliers
- The team

Key Account Management Programs and why they are vital

What is key account management program?

Key account management (KAM) is the process of planning and managing a mutually beneficial partnership between an organization and its most important customers. Key accounts are significant to an organization's sustainable, long-term growth and require a substantial investment of both time and resources.

Key Account Management Programs and why they are vital

Key Clients

Front of mind
Find opportunities
Referrals
Relationships

Referrers

Front of mind
Collaborate
Referrals
Relationships

Social selling - what is it?

Social selling is a lead generation strategy designed to help salespeople directly interact with prospects through social platforms. The concept of social selling challenges the typical transaction experience between customers and companies, leading to more natural relationships with leads.

If you have a business page on Facebook, Instagram or LinkedIn, you may already be engaged in the basics of social selling without realising it. With this strategy, companies listen to the conversations of their target audience, find opportunities to connect and build relationships. (Sprout social)

Social selling - why do I need to do it?

- 78.6% of people using social media for sales outperform those who don't.
- 98% of reps with more than 5,000 LinkedIn contacts reach their sales quotas, compared to 52% for those with fewer than 250 connections
- Social channels influence approximately 92% of B2B buying decisions

(Sprout social)

Social selling - why do I need to do it?

The more you learn about your customers and their interests, demands and requirements, the more you create customised services. Social selling tactics also help you to discover:

- Who you need to target in an organization
- What your competitors are doing
- The trends happening in your industry
- Opportunities for collaboration with other brands

(Sprout social)

How to handle enquiries to improve conversion

- Client journey mapping
- Response times
- Online chat/quoting tools
- Mystery shopping
- Overcoming objections
- Follow up

What is follow up and why do it?

Follow up is the process after interacting with someone. This can be applied to enquiries as well as when meeting people networking.

Follow up enquiries;

- Marketing has worked
- There is a need
- Making it easy
- Address objections
- Closing

How to keep in touch with your database to encourage more work

- Newsletters
- Emails
- Social media (get followers)
- Events
- KAM programmes
- Cross selling

What tactics to employ to achieve cross sales success

- Process driven – e.g Conveyancing – Wills
- Know like and trust
- Make it easy
- Offer incentives (internal and external)

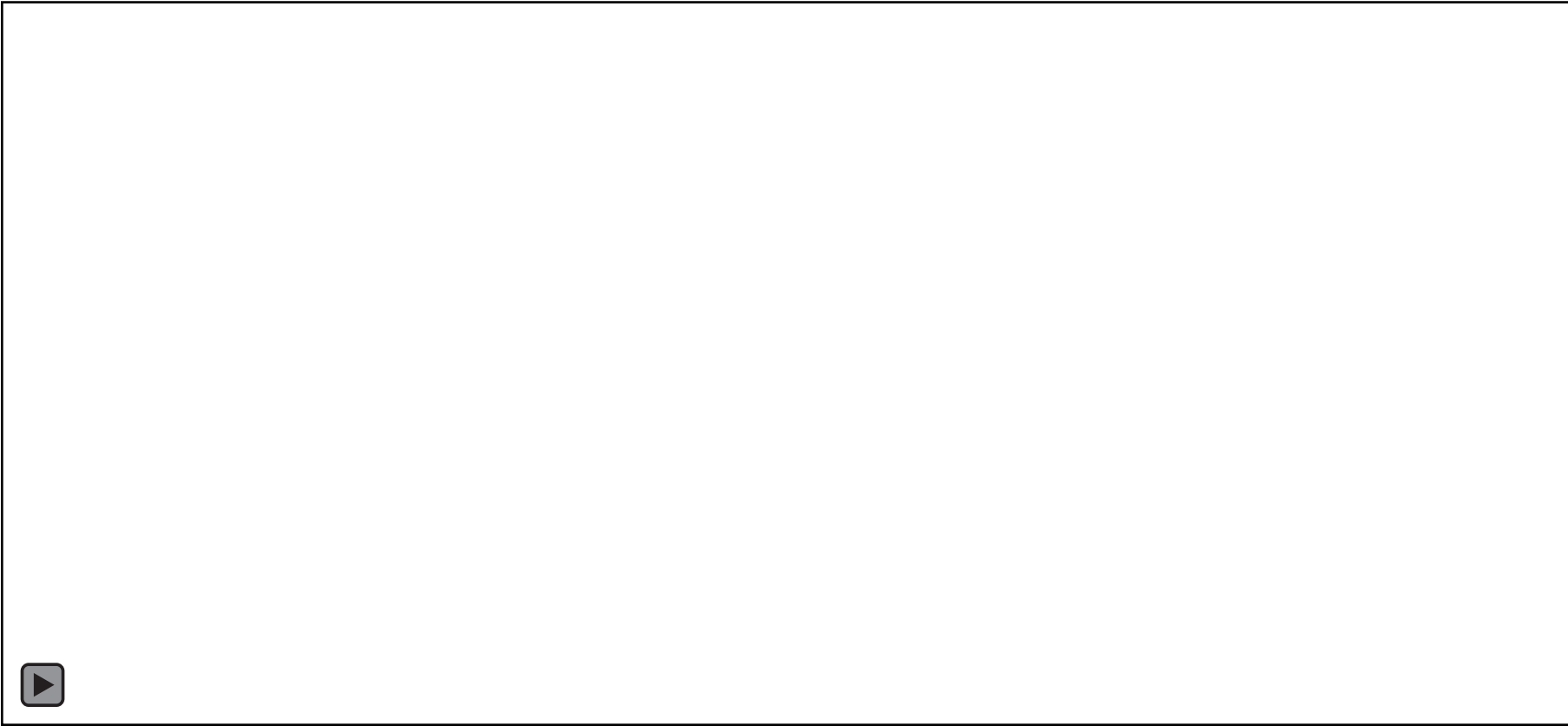
How to view the overall business and identify cross selling opportunities

What makes you money

Are people incentivised

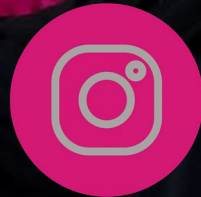
What can be cross sold – external too (VWV approach/LawShare)

Questions



consortium
more than marketing

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Questions & Conclusion

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