

***From Business Cards to New Business:  
Tips on Holding Effective Selling Conversations  
DVLFMG, 2/22/2011  
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***Tips for Marketers***

1. Draw upon your experience sitting on the other side of the sales table.
2. Climb into the lawyer's mind to experience the situation from her perspective.
3. Become sensitive to sights and sounds.

*Use visual and verbal cues:*

body language  
facial expressions  
tone

***Tips for Lawyers***

1. Don't expect to get work just because there's personal common ground.

*Rely on your value.*

What's most important to people who hire lawyers is knowing what you can bring to the table.

2. Connect with people who hire lawyers.  
Don't try to be everything to everyone.

*Prospect with purpose.*

Look at your strengths and interests and your contacts' business and position. Pare down your list of contacts to a manageable number of true prospects.

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3. Get information on the prospect's company and her background.  
Read it and identify a few "pegs."

*Do your homework.*

You would never go to a closing or walk into a courtroom unprepared, or waste a judge's time. Why should this be any different?

4. "Be impressed, not impressive"  
The conversation MUST focus on the prospect, not you.

*Connect with the prospect.*

Don't be the center of attention. Be fully engaged, and make the prospect feel that you are.

5. Don't present. Investigate.  
This is the essence of consultative selling.

*Reframe your view of "selling."*

Allow prospects to see that you can solve a problem or mine an opportunity. Or help them see a problem or an opportunity they weren't aware of.

6. Ask questions in the right way.  
open-ended  
non-judgmental  
no "third degree"

*Aim for a natural, comfortable flow.*

7. Ask questions that elicit emotions.

Example: How important is that to you?

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8. Jumping the gun will probably lead to the prospect backing off.

*Resist the urge to pounce.*

Only when you've uncovered a need or desire should you begin to think about offering a solution. Wait until it's explicitly expressed and the conversation has unwound sufficiently.

9. Relate stories appropriately.

*Use the power of story.*

Inject short but compelling narrative where appropriate.

10. Listen with total focus.  
Develop active listening skills (input, process, and feed back).

*Listen more than talk.*

The rule of thumb is to listen 60% of the time, and talk 40%.

11. Ask for the business and suggest a follow-up plan.

Example: "I know we've talked about a lot of issues. I hope that you can see that I'm available to help you in [areas]."

*There are no magic words.*

But it's vital to let the prospect know that you'd like to be considered a resource.

12. Recognize that selling is a process.

*Be persistent, be resilient.*

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***A Consultative Approach for Marketers***

Draw upon your experience assessing sales conversations.

Be empathetic.

Look for visual and verbal cues.

Do your homework.

Be completely engaged.

Demonstrate your value. Ask questions, listen—consult the lawyer through the conversation.

Don't make assumptions or jump the gun.

Offer an idea/diagnosis/solution when the conversation has sufficiently unwound.

Be patient and be resilient.