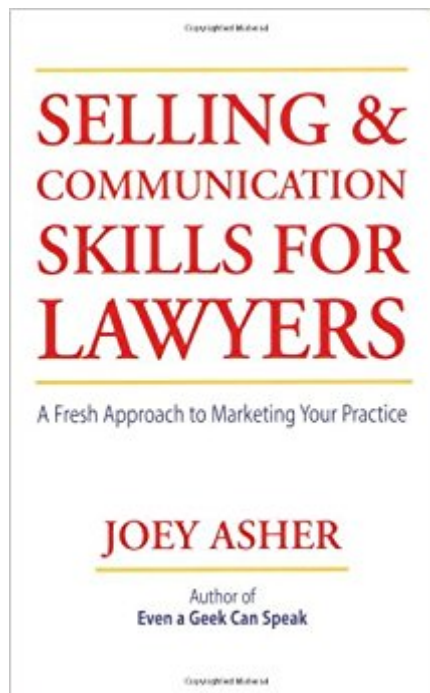




The book was found

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

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Customer Reviews

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. --Kenneth L. Glazer - Attorney, Washington, DC

Joey Asher is a professional communication and selling skills coach who has worked with executives, managers, and salespeople at dozens of firms including The Home Depot, Georgia Pacific, Global Payments, The Weather Channel, UPS, Kimberly-Clark, Alston & Bird, PricewaterhouseCoopers, AMVESCAP, Verizon, Scientific-Atlanta and Kurt Salmon Associates.

Joey Asher has written four books on presentation skills and selling: 15 Minutes Including Q & A: A Plan to Save the World from Lousy Presentations ; How To Win a Pitch: The Five Fundamentals That Will Distinguish You from the Competition ; Even a Geek Can Speak: Low-Tech Presentation Skills For High-Tech People , ; and Selling and Communication Skills for Lawyers. Joey's background is both as an attorney and as a newspaper reporter. He worked as an adjunct professor of law at Emory University School of law and was an attorney at Troutman Sanders L.L.P in Atlanta. Prior to law school, he worked as a newspaper reporter for the Gannett newspaper chain in Georgia and New York. Joey graduated from Cornell University and Emory University Law School. Joey is currently the president of Speechworks, a public speaking skills training firm based in Atlanta. Speechworks has been training business professionals and sellers connect with listeners and sell ideas since 1986. The firm offers communication and public speaking skills training and coaching in the form of workshops, workshops, seminars, and private sessions.

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.

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.

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