

March's Feature

Legal Sales Closing Tip: Great Coaches Get Great Results

Famous Green Bay Packers coach Vince Lombardi was known as much for his motivational coaching style as he was for his team's successes. In 1959, Lombardi inherited the worst team in Packers history. In his first year on the job, the improvements he was able to bring about in his team led to his being named Coach of the Year, and in his second season, the Packers were named NFL Western Conference champions.

Was Lombardi single-handedly responsible for the Packers' vast improvement? Of course not—the players were the ones out there on the field, making the plays and throwing the passes that would ultimately determine whether they won or lost the game. What Lombardi did do, however, was to motivate his players to take the steps necessary to win.

[Great Coaches Get Great Results »](#)

Red Zone Links



Allan Colman
CEO



Bob Gero
Strategic Partner



Jonathan Asperger
Strategic Partner



Alice Rodd O'Rourke
Strategic Partner



Valerie Goodman
Senior Marketing Director, Of Counsel



David Kurt
Senior Business Development Director, Of Counsel



Christelyn D. Karazin
Senior Communications Director, Of Counsel

About Us »

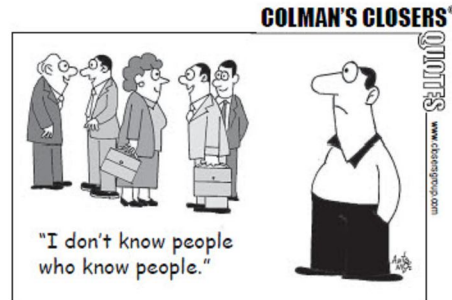
Attorney Marketing

Legal Sales Training is as Simple as 3-4-5

When it comes to business development, there's an old rule about the importance of keeping your name in front of a prospective client 3 times a year. As a business development consultant, I've often noticed that rule of three works in other areas. I've noticed how new business tends to come from 3 sources – clients, referrals, and new prospects – and that the oft-reported theory that developing contacts has three components.

[Legal Sales Training is as Simple as 3-4-5 »](#)

Business Development Cartoon



The RED ZONE Approach

Keynote Presentations

The Closers Group is currently scheduled to present the following CLE programs at retreats, conferences, and law firm and association meetings:

Closing in on the RED ZONE - Lawyers are the Missing Link in Business Development

Death of a Salesman - Ethical Concerns and Legal Marketing

Closing by the Numbers - All Strategies Demand Tactics

[Schedule a Keynote Presentation Today »](#)

Latest White Paper

Closing By The Numbers

Attorney sales training does not often include Closing Skills in its curriculum. Either lawyers do the closing in the RED ZONE, or nothing gets closed.

It often comes as a surprise in legal sales training that *potential clients are not out looking for you!*

When you are in the decisive moment with the buyer, what happens next depends on your strategy and the actions that you have already taken.

Your objective is to cross the goal line – to close the sale. You will need to overcome the obstacles - the prospect's resistance.

In our newest whitepaper, "Closing By The Numbers," we look at 14 best practices in the fine art of closing. These are the tactics needed to cross the goal line.

"Closing By The Numbers" will tell you:

- How Closing Goes Beyond "You're Hired"
- How to Get a Head Start and Gain a Key Advantage Over Other Lawyers
- 14 Best Practice Sales Closing Skills to Cross the Goal Line

[Download the White Paper Today »](#)

Please contact **Allan Colman, Bob Gero, Jonathan Asperger, and Alice Rodd O'Rourke** at:

the Closers Group, LLC

21535 Hawthorne Blvd. #310 Torrance, California 90503

acolman@closersgroup.com combgero@closersgroup.com comjasperger@closersgroup.com

arorourke@gmail.com vmgoodman@closersgroup.com

www.closersgroup.com

[Click here to unsubscribe](#)