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CLOSING IN THE RED ZONE

November 2011 e-newsletter

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November's Feature

Every Great Legal Sales Strategy Needs Even Greater Tactics

"You prove your worth with your actions, not with your mouth." – Jean Paul

With the economy throwing every company a curve ball, selling legal services is more difficult than ever. In order to close the deal, your law firm needs to show the prospect what you can offer and why it's worth it for them to hire you.

In a previous article, we discussed the importance of putting your best foot forward to make a great first impression. When you make your making a good impression, you're also proving your worth. The following tactics will make sure your prospect knows that you'll be a valuable asset:

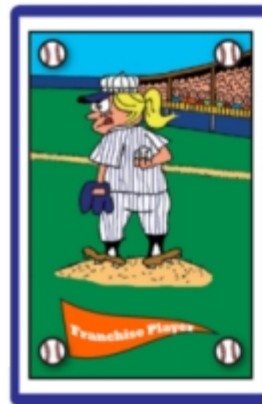
Think business value: If the client's project involves a practice area your law firm would like to gain more experience in, try persuading the client to give your firm a chance—and if they're still on the fence, make it easier for them to consider your law firm by negotiating a lower introductory fee for a few months, allowing them time to gain confidence in your ability to handle the work.

[Learn more legal sales tactics>>](#)

RED ZONE Links

Business Development Cartoon

New Partner



To learn more about where your first-year, new partner, and senior partner should place on the business development scale, **click here** to see the keynotes & workshops offered by the Closers Group.

Law Firm Marketing

FACING THE BIG BAD WOLF

We have been facing the big-bad-wolf since 2008. Newer partners and senior associates with marketing and business development expectations have been facing obstacles not encountered in such a collective, concurrent state. In the beginning, Little Red Riding hood feared the wolf. Then she beat him.

[Read the rest of the story>>](#)

Tip of the Month

Our most requested services

- Attorney Sales Training and Coaching
- Marketplace Assessment and ROADMAP
- Keynote Presentations and Workshops

[Learn more about our services>>](#)

- [Bad for the Brand blog](#)
- [Lawyer Up! legal marketing blog](#)
- Allan Colman's RED ZONE column at [Law Journal Newsletters](#)

THE GREAT BURGER WARS Workshop

This highly interactive case study puts your lawyers and marketing professionals right in the middle of a "pitch."

This workshop is conducted at your firm and enhances your abilities to improve how lawyers attract, build and expand client relationships regardless of the industry or the nature of the legal work.

[To read more or schedule this workshop>>](#)

Do You Listen?

Take a look at our newly refined [website home page](#). Asking clients and prospects what they wanted most when visiting us, we kept hearing "we need resources." In probing further, they suggested we feature our primary services on the home page to make for simpler navigation. It was also suggested by several marketing professionals that we highlight the keynote and presentations we offer along with a direct link to testimonials from past clients. So we now feature "What our clients say", our 3 primary professional services, the newest of the keynote presentations being offered, and have also focused on refining several interior pages to clarify what resources are available to clients.

[Check it out!>>](#)

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