

Workshop - pitching for business - how to put your firm ahead of the rest

Prized clients and great work don't always go to the lawyer or firm which is best or most deserving. Winning work you want is about being a good choice and then putting your firm ahead of alternatives.

Effective pitches present prospective clients with a picture of you and your firm which is immediately comfortable, feels right, and is full of evidence that you have what it takes to serve them well.

The best pitches are every bit as attractive, interesting, and appealing as the firm which is going to be there to capably deliver the work. What you do when you propose or pitch sends powerful signals about what your client can expect when they entrust you with their business.

This fast-moving workshop covers:

- understanding why and how clients choose lawyers
- how to appeal on both logical and emotional planes
- how to distinguish your offer
- building winning themes into your pitch
- the best reasons to buy you and your firm
- high impact techniques to pitch your message
- risky business - making it safe to proceed with you
- rules of the game
- coming out ahead of alternatives as the most preferred choice
- how to make winning a habit.

“Pitching for business - how to put your firm ahead of the rest” is targeted at senior professionals charged with responsibility to win new work from both established and new clients.

If winning more business is important, this workshop will help you and your team develop skills to pitch and win.

Call us on +61 2 9968 4168 or email julianmidwinter@julianmidwinter.com.au to discuss how we can help you pitch more effectively.

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