

Workshop - cross selling to develop business

One of the great divides between law firms today is effectiveness in cross-selling. Converting the client of one partner or department into the satisfied user of a wide range of firm services is an effective means of developing profitable business which yields happier and stronger relationships with satisfied clients.

Successfully developing a network for internal referrals and ensuring complete client satisfaction across distinct service areas is a difficult task. Importantly, if it isn't managed correctly, you will potentially lose a previously satisfied and valuable client.

Julian Midwinter & Associates can help with a customised professional development workshop to:

- improve cross-selling in your firm
- identify behavioural and systems road blocks
- tackle problematic areas which hinder and prevent internal referrals
- introduce tools and techniques that work
- set your professionals on the right path to develop more business and secure client relationships.

During a three hour, fully customised workshop we will confront issues which impede effective cross selling and introduce your professionals to useful strategies and techniques to improve this highly profitable practice in your firm. Workshops cover:

- what is cross selling and why it's important
- how cross selling improves career development and firm-wide success
- behaviours that impede internal referrals
- successful referral behaviours
- positive practices which encourage internal referrals
- managing internal referrals for complete client satisfaction
- putting the model into practice.

For a fixed fee we offer:

- pre-briefing
- customised content for your firm
- PowerPoint presentation
- presentation of workshop at your offices
- break out exercises
- presentation handout
- a series of useful supplementary handouts
- evaluation sheet for participant feedback
- ability to reuse these materials with in your practice to reinforce learnings and build capability.

If you want to develop business through internal referrals and cross selling, enlist our support

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