

Marketing masterclass

Marketing and business development skills have become essential for professionals operating in the modern business environment. Building client relationships and promoting the firm forms part of every professional's role in today's market.

Despite its growing importance there is often a substantial gap between contemporary best practice and most professionals current approaches bred from experience. A fresh approach and some focused attention will often produce substantially better results for your firm.

Our half-day marketing masterclass for partners and senior lawyers covers many important aspects of developing business and winning work. It is especially useful for:

- new partners
- pre-partners looking to build business
- partners whose business development success needs a boost.

Topics include:

- making maximum impact at the most important moments
- mastering first encounters
- developing rapport, establishing high credibility, and trust
- how clients evaluate their lawyers and how to be first choice
- communicating your credibility
- cultivating gravitas
- presenting unwelcome news
- stimulating referrals
- business development in social settings and through networking
- fees and billing - conversations about price and money
- how to build business development into every client encounter
- making marketing minutes in every day.

Fine tuning your professionals marketing and business development skills and introducing some new techniques to expand their repertoire will substantially improve your capabilities in this core success driver.

To enlist our support call us on +61 2 9968 4168 or email julianmidwinter@julianmidwinter.com.au

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