

## Workshop - converting enquiries to clients and matters

Effective opportunity management is now a key competency for lawyers and their teams. Converting telephone and other enquiries into real, live clients and matters is essential to business success.

Improving conversion rates can be achieved hand-in-hand with establishing the foundations of excellent, profitable client relationships. Even for those lawyers who have acquired useful personal marketing skills, converting opportunities into new files and clients can present challenges.

Julian Midwinter & Associates can help with professional development workshops to equip your lawyers with skills and behaviours on which they can draw in everyday practice.

Julian Midwinter & Associates will introduce your professionals and key support staff to more effective approaches to developing business and converting prospects to matters.

During a professional development workshop, we will help your people to:

- develop awareness of a range of techniques and behavioural options available to better handle enquiries
- show how to handle enquiries and maintain control of these conversations
- introduce techniques to increase persuasion and conversion
- demonstrate how to make it work in practice
- role play and interactively rehearse each technique
- use practical examples to reinforce learning
- encourage each participant to experiment with options
- help participants make proven techniques part of their everyday work practice.

A tailored, practical workshop to small groups who share a common work focus will deliver optimal results.

Follow-up workshops will substantially increase learning effectiveness and maximise probability of positive behavioural change.

Additional, one-on-one coaching sessions are available to convert intention to action, and to overcome barriers and obstacles. Skype, email, and phone counselling is also accessible to support participants.

If your people are not converting inquiries into clients as effectively and often as they should, please get in touch, and we will develop a customised programme to suit your firm.

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