

Secrets of Great Rainmakers

Selling legal services or any complex professional service takes time, consistency of effort, and patience. So, focus on a few existing clients and prospective clients and devote more time to each.

Spend a large percentage of non-billable business development time communicating with existing clients. Give important existing clients one free hour of one-on-one communication regarding their situation each month.

The only way to sell complex services is to talk to people about what they need and want and show them how to get it.

Successful rainmakers develop the ability to enter the client's world and put things into the client's language.

People buy for their reasons, not yours. The job is to find out what their agenda is and what their reasons are, by getting the client to communicate their problems, values, wants and needs.

Information collection is the key to success. What do you need to know to fully understand the situation and how will you track it to be sure to capture all details and follow-up?

If the client is talking, you're ahead. If you're talking, you're losing. In other words, ask good questions and listen.

Rainmakers are comfortable asking for things. They must ask for appointments. They must ask questions, often difficult questions. They must ask for a chance at new business. They must ask for introductions and referrals. And, they must ask for feedback to add to their experience and client service capability.



If there is any one secret to success, it lies in the ability to see things from the other person's angle as well as your own

- Henry Ford



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