



# RESULTS MARKETING

*Building Your Practice Has Never Been Easier...*

Fall 2008

## Marketing Tips

### Defining a Marketing Opportunity

*For lawyers and other service professionals*

#### What Is a Marketing Opportunity?

It's a situation that presents itself with an opportunity to bring in new business. To find the opportunity, ask yourself: "**What are my prospect's needs?**" and "**What is his/her current situation?**"

Let's assume you have built a reputation and a relationship with your prospects. They know you and they already know the area of law that you practice. You have a good relationship with them and they respect, like, and trust you. But they already have a lawyer(s) they work with. So how do you get their business?

#### Begin by evaluating situations and you'll see opportunities for engagement.

Here are some situations that might exist. Evaluate which one applies to your prospect.

**Situation:** Your prospect has a *high level* of satisfaction with existing lawyer.

**Opportunity:** Look for conflicts with the existing firm or for a new legal need that their current firm can't handle but you can.

**Situation:** Prospect has a *moderate* level of satisfaction with existing lawyer. They've told you of service dissatisfactions or service failures with their current firm.

**Opportunity:** Here's an opportunity to communicate your service standards.

**Situation:** They've asked for a referral because their current firm can't do the work.

**Opportunity:** If you can do it, tell them. Offer case examples.

**Situation:** There's a major change in their current law firm such as: a key lawyer leaves the firm or retires; there's a merger or a major breakup within the firm; their firm is restructuring its service or rates.

**Opportunity:** You have the existing relationship and service experience that meets their needs. Communicate this.

**Situation:** There's a major change in your prospect's company (merger, management change, new location, expansion, etc.)

**Opportunity:** You know the legal needs for these situations, and you know their company. Tell them what you know and how you can help.

**Situation:** You uncover unknown needs.

**Opportunity:** BEST OPPORTUNITY OF ALL. You suggest solutions and tell them you have the experience that could help. (Learn all you can about your prospect's business and industry needs in advance.)

**Situation:** Your prospect is dissatisfied with existing lawyers and firm.

**Opportunity:** This creates a direct and immediate opportunity for you. SEIZE IT.

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Lawyers don't like to "sell," but you don't need to. What you are (besides a lawyer) is a problem solver. Look for problems and then identify the solutions. An opportunity is always in the solution.

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While you're spending time building your reputation, don't forget to spend time building your relationships. Reputations alone rarely bring in new business – relationships do. If you build a strong relationship, you will see the business opportunities as they come along.

*People buy solutions to problems that are too big, too complicated, too delicate, or too hard to fix themselves. Look for the opportunities.*