

The Client Conversion System

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FOUR STYLES OF BEHAVIOR

Communication is:

- 55% Body Language (Energy)
- 38% Voice (Tone)
- 7% Words (Content)

Four Styles Of Behavior

- **Director** – 19% – Primary behavior style is dominance
- **Influencer** – 32% – Primary behavior style is influence
- **Steady/Relator** – 35% – Primary behavior style is steadiness
- **Compliance/Analyzer** – 14% – Primary behavior style is compliance

Behavioral Style	D – Director Emphatic in everything they do.	I - Influencer Love recognition and being the center of attention.	S – Steady Relator They bring a balance to the people equation.	C – Compliance/Analyzer They want to know the why behind what they do.
Key Characteristics	<ul style="list-style-type: none"> • Direct • Bottom line • Blunt • Decisive • Impatient • Strong 	<ul style="list-style-type: none"> • Enthusiastic • Emotional • Friendly • Spontaneous • Trusting • Open-minded 	<ul style="list-style-type: none"> • Good listener • Relaxed • Team player • Approachable • Steady 	<ul style="list-style-type: none"> • Perfectionist • Fact-finder • High standards • Analytical • Systematic
Identifiers	<ul style="list-style-type: none"> • Fast paced • Leans towards you • Risk taker • Confident • Direct eye contact 	<ul style="list-style-type: none"> • Disorganized, lots of piles • Expressive, smiles • Trendy • Stands with two hands in pockets • Touchy (arm, shoulder, back) 	<ul style="list-style-type: none"> • Office with family pictures • Poker face • Systematic • Follows proven rules • Neutral 	<ul style="list-style-type: none"> • Reserved • Functional office, graphs, charts • Follows all rules • Few hand gestures • Stands with arms folded
Don'ts	<ul style="list-style-type: none"> • Touch • Encroach on their space • Be emotional • Dominate the conversation 	<ul style="list-style-type: none"> • Focus on details • React negatively • Discourage their enthusiasm • Dominate the conversation 	<ul style="list-style-type: none"> • Fail to deliver on promises • Put pressure on them • Be restless • Make sudden changes 	<ul style="list-style-type: none"> • Do not touch • Discuss personal issues • Socialize • Keep information to yourself
Do's	<ul style="list-style-type: none"> • Be direct and brief • Stick to business • Touch on high points • Ensure they win • Identify opportunities and challenges 	<ul style="list-style-type: none"> • Be willing to chat • Lots of smiles • Let them talk • Focus on the positive • Make things fun 	<ul style="list-style-type: none"> • Slow down, take your time • Provide lots of assurance • Give them time to decide • Let them build trust 	<ul style="list-style-type: none"> • Give detailed, proven information • Give time to think and decide • Focus on quality • Be patient

ADAPTING YOUR STYLE

Behavioral Style D - Director

When communicating with a person who is ambitious, forceful, decisive, strong-willed, independent and goal-oriented:

- Be clear, specific, brief, and to the point.
- Stick to business.
- Be prepared with support material in a well-organized “package.”

Factors that will create tension or dissatisfaction:

- Talking about things that are not relevant to the issue.
- Leaving loopholes or cloudy issues.
- Appearing disorganized.

Behavioral Style I - Influencer

When communicating with a person who is magnetic, enthusiastic, friendly, demonstrative and political:

- Provide a warm and friendly environment.
- Don't deal with a lot of details (put them in writing).
- Ask “feeling” questions to draw their opinions or comments.

Factors that will create tension or dissatisfaction:

- Being curt, cold, or tight-lipped.
- Controlling the conversation.
- Driving on facts and figures, alternatives, abstractions.

Behavioral Style S – Steady/Relator

When communicating with a person who is patient, predictable, reliable, steady, relaxed, and modest:

- Begin with a personal comments—break the ice.
- Present your case softly, nonthreateningly.
- Ask, “how?” questions to draw their opinions.

Factors that will create tension or dissatisfaction:

- Rushing headlong into business.
- Being domineering or demanding.
- Forcing them to respond quickly to your objectives.

Behavioral Style C – Compliance/Analyzer

When communicating with a person who is dependent, neat, conservative, perfectionist, careful, and compliant:

- Prepare your “case” in advance.
- Stick to business.
- Be accurate and realistic.

Factors that will create tension or dissatisfaction:

- Being giddy, casual, informal, or loud.
- Pushing too hard or being unrealistic with deadlines.
- Being disorganized or messy.



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SALES PROCESS

Step Focus

- 1 Build Relationship
- 2 Identify Needs
- 3 Present
- 4 Address Objections
- 5 Close

Application

- Amanda receives 10 inquiries per month, of which 5 become clients. Her conversion rate is 50%.
- Amanda improves by 10% in all 5 focus areas. Her overall improvement is 61%.
- Her conversation rate improves by 61%, from 50% to 80%.
- She improves her client conversion rate from 5 clients per month to 8 clients per month.

The goal of each step is to take the next step, if appropriate. If:

- The prospect is a good fit
- You are willing and the prospect is willing.

Focus	Improvement	Cumulative	Improvement Technique
Build Relationship	10% (1.1)	10% (1.1)	Care First
Identify Needs	10% (1.1)	21% (1.21)	Ask, then Listen
Offer Services	10% (1.1)	33% (1.33)	Paint a Picture
Address Objections	10% (1.1)	36% (1.46)	Be Prepared
Secure Client	10% (1.1)	61% (1.61)	Clear, then Close



Care First

- People don't care how much you know, until they know how much you care.
- People make decisions based on emotions, then justify with facts.
- The Law of Indirect Effort: The more you focus on the relationship, the more likely the client is to engage you.



Ask, then Listen

- Builds trust and credibility faster than demonstration of expertise.
- Provides clarity about their needs.
- Allows you to control the conversation.
- Tip: Have written questions ready or use a questionnaire.
- Tip: When listening, recap/summarize back.

Paint a Picture



Be Prepared

- Objections should be welcomed, not feared.
- Demonstrates interest and trust.
- Unaddressed objections = lost clients.
- Only 4-6 distinct objections.

Clear, then Close

- Ask a clearing question to ensure there are no further objections:
 - "Do you have any other questions?"
 - "Have I answered all your questions?"
- Use a directive approach to secure the client:
 - Delivered with confidence.
 - Statement, not a question.
 - Clear call to action.
 - "Well then, the next step is..."



See **Alay Yajnik's** webinar,
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