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

- Direct
- · Bottom line
- Blunt
- Decisive
- Impatient
- Strong

- Enthusiastic
- Emotional
- Friendly
- Spontaneous
- Trusting
- · Open-minded
- Good listener
- Relaxed
- Team player
- Approachable
- Steady

- Perfectionist
- Fact-finder
- High standards
- Analytical
- Systematic

Identifiers

- Fast paced
- Leans towards you
- · Risk taker
- Confident
- · Direct eye contact
- Disorganized, lots of piles
- Expressive, smiles
- Trendy
- Stands with two hands in pockets
- Touchy (arm, shoulder, back)
- Office with family pictures
- · Poker face
- Systematic
- Follows proven rules
- Neutral

- Reserved
- Functional office, graphs, charts
- Follows all rules
- Few hand gestures
- Stands with arms folded

Don'ts

- Touch
- Encroach on their space
- Be emotional
- Dominate the conversation
- Focus on details
- React negatively
- Discourage their enthusiasm
- Dominate the conversation
- Fail to deliver on promises
- Put pressure on them
- Be restless
- Make sudden changes
- Do not touch
- Discuss personal issues
- Socialize
- Keep information to yourself

Do's

- Be direct and brief
- Stick to business
- Touch on high points
- Ensure they win
- Identify opportunities and challenges
- Be willing to chat
- Lots of smiles
- Let them talk
- Focus on the positive
- Make things fun
- Slow down, take your time
- Provide lots of assurance
- Give them time to decide
- Let them build trust
- 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		

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.

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.

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



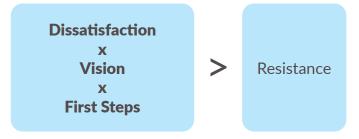
Care First

- 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..."





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