

This month:

- **Ways of saving money**
- **Ways to grow the business**
- **Global Success story**
- **Speaking to clients and prospects better**

Cost Reduction and Growth

The bringing together of great ideas that when combined can add profitability and enhanced client service and satisfaction and service to law firms

On 19th July, The North West Business Desk reported ***“The cost of occupying offices in the core Northern Powerhouse cities is rising faster than central London, according to new research”***

Yet another great reason for Manchester and Liverpool law firms to consider their operating methods. <http://www.documentdirect.co.uk> – MLS Advantage member has demonstrated £40k per annum savings per head for outsourced document production and transcription for London firms as well as enhanced service and skills 24x7 cover, peaks, absence coverage. They have a very similar profile to <https://www.moneypenny.com/uk> who answer the telephone and even provide live chat and the uptake of that by law firms can be clearly evidenced at their Wrexham HQ (more about them later). Both the businesses will offer Manchester firms a free trial.

This undeniable assist to performance of law firms has now got an added service that I didn't think I would see and that is outsourced conversion of inbound enquiries from <https://www.themoveexchange.co.uk>

I have repeatedly spoken about the need to enhance conversion of in-bound enquiries through process, methodology and culture. Some firms have responded well and getting conversions from 20% up to 60% with not only happy potential clients but also a big impact on the bottom line. There are still many firms struggling to get busy staff responding well to enquiries.

Now this service is available for law firms for enquiry handling for conveyancing – whether the enquiry is by mail, via the web site or the telephone, the interface is handled by experts, quote generated, order closed and even entered onto the firm's case management system.

There is more..... as well as the service there is also available from <https://www.themoveexchange.co.uk> a package of on line training videos, inspired by Professor Ian Cooper for firms that want to get it right themselves. <https://convertingenquiries.com/residentialconveyancing>

On-site training in conversions is also available from <https://legal-mentors.com/what-we-do>

If we can get over inertia the right sort of outsourcing can bring so much that is good to our law firm. Not forgetting outsourced IT <https://www.nasstar.com> and telecoms <https://www.matrix247.com> bringing us availability, predictability of costs, business continuity, disaster recovery and security the success of a supplier really enforces the benefits it brings to its clients.

Global Success

I have observed Moneypenny closely for about eight years and because of the massive increase in demand for outsourced services in the professional services sector, is further strengthening its business in the USA after expanding into a new state-of-the-art office – twice the size of its original facility – in Charleston, South Carolina.

Moneypenny opened an American office four years ago and took its unique service – which offers clients a dedicated receptionist, one person they know and trust – to the US market; a business model that nobody else in the States currently provides. Growth has already been rapid and Moneypenny is forecasting this will accelerate to 50% year-on-year thanks to the growing demand from businesses, including the legal profession, for its personalised service.

They too believe that *“enhanced client service, quality of communications and cost savings remain key drivers and needed by all firms of all sizes and geography; from overflow, to out of hours, to staff changes, to holidays and even to the whole thing globally is the basis of this success and nobody can afford to deny this”*

It is the universal drive for improving performance that has seen Moneypenny’s presence in the US increase significantly, and with plans afoot to further increase its range of services with the launch of AI-powered and cloud-based products in the coming months the company looks set to continue its mission of redefining the outsourced communications industry.

Making a Lawyer a good salesperson. **How to communicate well with a client or prospect** Please do not be put off by that salesperson word. It is about the right communication with your clients and potential clients. As well as ambition, drive, desire and hard work – there are some other skills.

- Communication Skills – natural verbal and written skills. A presence that commands respect. The ability to give formal and informal presentations. Ability to get commitment from clients and other staff where no line control. Able to freely question clients/prospects to understand their business and requirements.
- Intellectual Skills – ability to listen, question and assimilate and then to present the relevant solution with benefits from the portfolio
- Management Skills – the ability to develop a strategy and stick to a plan. Ability to manage own time and prioritise

The key word for a prospect is **TRUST**. This is the result of Credibility, Reliability and Intimacy/Empathy. You need to find out the needs of the client, make them aware you can help when you have the data. All that can be blown away with demonstrable self-interest and many lawyers do talk about themselves first.

Verbal, written or presented proposals should always have the same format

- Confirm understanding of the person or the business
- Confirm understanding of the challenges to be resolved and the benefits sought
- Propose the solution to meet the needs
- Explain the investment needed and ROI
- Confirm your credentials

The next fundamental is to ask for the order...."would you like to proceed?" Without that there is no opportunity to handle objections. "Great, now I just need a bit more data"

It can be very satisfying. I received this from a departmental head in July.

They all seem to be taking it on board. Even Xxx closed a deal the other day for Nnnnnnnnnnn. She proudly announced today that she asked at the end of the client meeting "so what are our next steps?" Crazy that that wasn't being asked before, but so good that she has listened, actioned it and had success from doing so

Strong New Initiative

I am a great believer that it is in the best interest of a law firm for its multiple suppliers to collaborate and be aware of one another's products and services offerings so that the best service possible can be delivered to a client. Part of the concept behind the MLS Advantage group.

July saw the launch of the Calico Legal Solutions Group in where else but Manchester attended by group members and many law firms. Calico has been established by well-known consultant Pauline Freegard and Katrina Bevan. Pauline has banded together a group of leading IT/Tech suppliers to the profession who will be providing information and thought leadership as a combined unit by e-Journal, a dedicated website www.calicolegalgroup.co.uk and social sharing. All the members are complementary to one another and have agreed to cross-promote the Calico offering using their websites and vast legal social connectedness, all managed via the automated content sharing technology built by LegalRSS.uk.

It is a great example of a 'publishing community' being built in the UK legal space and the reach and influence of the combined membership is substantial indeed. Potentially a great central source of information and awareness for law firms.

The twenty original Members provide services spanning accountants to PII, outsourced dictation services and cashiering and pretty much everything in between! Calico Founding members include Advantage members Matrix247 and Document Direct and many more. The traditional suppliers are complemented by a group of experts in the form of suppliers and legal consultancies specialising on many topics, including the infamous paper-less working project that many firms struggle with and even cross selling services.

Calico will ensure that media inclusion will not include paid for advertorials.

Pauline says "I have known most of the suppliers for a long time. They are enthused by the Calico model to be able to deal collectively with issues facing the legal sector. It's what law firms tell me they want and need - a resource to easily access expert and specialist knowledge without the product marketing angle, trudging round exhibitions or reading PR pieces that leave you none the wiser on the benefits of XYZ's news to your firm"

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