marketing lawyers

LAW FIRM ENQUIRY HANDLING

Right Mindset - Be Positive - Match Tonality & Language Style

Always try to speak to the client on the phone. Be available immediately or find a time when it's good for the caller to speak.

The chance of converting a client decreases exponentially every minute after their enquiry.

THE CALL

Step 1 – Set Up & Control

- Introduce who you are and ask who you are speaking to
- Use their name every so often in the call
- Explain that this call is to find out how you can help them & that you'll need to ask a few questions
- Explain the steps of the call e.g. find out what advice the caller needs and how you can help them, explain the process and any fees, answer any questions and see if you like to go ahead and instruct.

Step 2 – Personalise, Empathy & Relationship

- Ask friendly and personalised questions (don't be a robot)
- Be caring, interested and don't tick off a list of questions on a form
- Only use a few key questions
- Show empathy in response, don't be cold

Step 3 - Process & Fees

- Tell them you can take on the work confidently (if it is something you can take on, if you can't, always refer)
- No legal jargon, explain the process simply
- Offer fixed fees or at least a clear explanation of costs with confidence (ballpark if needed)
- Explain how you will help deliver the work they require and how long it will take

Step 4 - Seal The Deal

- Ask the client if you can go ahead and get started for them?
- If they don't say yes, ask them if there is anything they would like clarity on?
- Explain and reassure them by answering their questions. Then ask if they have any other questions and if not, would they like you to take on the case again?
- If price is an issue, then explain what they are getting and explain there is no hidden fees.
- If they have had a cheaper quote, don't automatically apply a discount.
- Ask what the other quote is and then ask questions to see if you are comparing the same level of service. E.g. qualified solicitor, personal contact details, experience, reviews etc.
- If they need to 'think about it' set a date for a follow up call to see if they have any questions or ask if they have any other questions now.

Step 5 – Follow Up

- If they haven't converted but still might. Always follow up, multiple times, via email and phone call. Don' t act pushy but, explain in a friendly way that you want to see if they have any questions. Most prospects convert between 6 - 7 touch points.