



LAW FIRM MARKETING CATALYST

Podcast



PODCAST ROUNDUP:

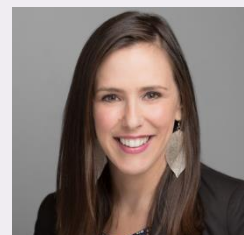
Client-Facing Sales Roles in Law Firms: What You Need to Know

If you are in-house at a law firm, your role has likely shifted to the front-lines of client-facing sales and business development – a skill that is more important than ever. In-house marketers now have an opportunity to directly influence sales and the firm's financial performance. Some of the guests on the [Law Firm Marketing Catalyst podcast](#) discuss this shift and how to take advantage of the new role.

ENABLING REVENUE: THE ROLE OF CLIENT-FACING LEGAL SALES

Dawn Sheiker | Director of Client Relations | Morris James LLP

- **Marketing & business development complement each other.** With both being so closely linked, the division between these roles can become fuzzy.
- **Ease resistance from lawyers.** Approach lawyers the same way you would approach a client by understanding their practice area, communication style and goals for the future.
- **Marketers can expand their roles into client sales.** The goal is to generate warm leads and bring them to the right people.



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COMMUNICATION & DIVERSITY: THE KEYS TO SECURING CORPORATE BUSINESS

Steve Heinrichs | Chief Legal and Compliance Officer | Mueller Water Products

- **Communication plan.** Have a plan and stick to it.
- **Diversity.** Take a hard look at how you hire, train and develop attorneys.
- **Law is a service business.** Without a service mindset, it's impossible to be a true partner to clients.



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LEGAL PROCUREMENT: UNDERSTANDING WHAT THE BUYER WANTS TO WIN RFPs

Silvia Hodges Silverstein | CEO | Buying Legal Council

- **Data is driving decisions.** Clients want a law firm to look good on paper and in the spreadsheet.
- **Invest in technology.** Investing in technology is a sign that a firm has the capabilities a modern corporation would want.
- **Provide efficient services.** The basis of efficiency is understanding a client's business.



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MORPHING FROM BUSINESS DEVELOPMENT TO SALES PRO

Clare Block | Director of Business Development | Fox Rothschild LLP



- **Get sales training.** Look outside the legal industry to find out what other professionals in services marketing are doing.
- **Use the right metrics.** You need to track total marketing spend broken down by channel. This gives you the ability to analyze conversions and total client acquisition costs.
- **Focus on industry-based marketing.** One practical strategy that generates results is industry-based marketing.

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BRINGING ON A LEGAL SALES PROFESSIONAL AT A SMALL FIRM

Keith Donovan | Managing Partner & Chair of the Executive Committee | Morris James LLP



- **Hire the right person.** This role needs to be laser-focused on figuring out how to better serve clients.
- **Legal sales professionals work for small firms too.** Small firms need to get in on the action.
- **Hiring the right person.** This right person needs to be laser-focused on figuring out how to better serve clients.

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The Law Firm Marketing Catalyst podcast aims to fuel revenue growth through thought-provoking interviews with forward-thinking lawyers, law firm management and legal marketers who bring fresh perspectives and innovative approaches to marketing.

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