

5 Steps to Turn Prospective Clients Into Paying Clients

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These 5 simple steps will help you turn more prospects into clients. Incorporate these into your [law firm marketing](#) strategy and watch your conversion rate grow:

1. Identify those with genuine interest. This requires some work on your part, to separate the real prospects from those who are merely responding to you out of politeness or shopping around. To make the separation, create a list of qualifying questions to determine those who need, want and can afford your services. If they meet those three criteria, they are good prospects for converting into paying clients.

2. Interview good prospects in person. Be sure you are speaking to a decision-maker who can actually hire you, not just a gatekeeper.

3. Make your best case. Are you a persuasive presenter? If not, take a presentation skills seminar. Focus on benefits and results, not services and features. Identify your prospect's problems and let them know how you can help. Develop good listening habits, and become more fluent in speaking your prospect's language.

4. Ask for the sale. A common mistake too many attorneys make is not asking for the sale. Make sure to ask your prospect for their business, and ask in a way that makes it clear to them that you want it.

5. Follow up. You should be following up with prospects within 24 hours of an interview, thanking them for their time and reiterating your interest in their business.

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