

Legal Marketing Q&A

Article By:

Stephen Fairley

Our session in San Diego last weekend yielded some good questions that are worth sharing here, with my answers:

When should I ask for testimonials?

1. Right after the client is retained
2. Anytime the client says thank you
3. Anytime there is a “win” for the client
4. After the case/matter is handled

Why do I need testimonials, can't I just tell prospects that my clients love me?

You can do so, but it is far more compelling when someone else talks about their positive experience they had with you or the firm than if you simply say your clients are happy. Third party reviews are far more powerful than if you say it.

People are skeptical; they don't always believe what individuals and companies say about themselves.

Lastly, people are deathly afraid of making mistakes, if they can see or read about others' experiences with you or the firm they feel better about making the decision because others have had a positive experience with you and they believe they will have a similar experience!

What are a few major systems I should have in my law firm in regards to managing client experience?

1. Intake system (what docs clients need to bring in, sign, initial, etc.). If the process is easy and systematized, the prospect will pick up on that and feel more comfortable about hiring you.
2. Follow up system (If a prospect doesn't hire you how frequently and persistently do you follow up? When you meet someone at a networking event that can refer you clients, how frequently and persistently do you follow up?) Improves the client experience because they see you follow up and care.
3. Create a policy and procedure manual (so you are not held hostage by staff or find yourself totally crippled if someone leaves, gets sick or is no longer available). Improves client experience because each time they come in or call, the experience, language used etc. is consistent.

Why does it seem like my prospects only care about price?

If prospects only care about price, that means they believe you or your services are a commodity. And commodities are sold on price. You are most likely trying to be the shiniest apple in the barrel of apples...you must become the orange in the sea of apples so people understand why and how you are different and why paying a premium makes sense.

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