

## Marketing Mistakes INSIDE Your Firm

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### *5 Reasons Why Your Cross-Selling Campaign is FAILING*

When it comes to marketing additional services in the firm - **cross-selling** is the name of the game. It's the easiest and most cost-effective way to **GROW BUSINESS** and [KEEP CLIENTS HAPPY](#).

But cross-selling success hinges on many factors.

Here are the five biggest mistakes lawyers make when cross-selling.

#### **1. Lack of knowledge.**

Many lawyers isolate themselves inside their own firms and just don't know how to communicate they do to their partners.

**Communication** and **knowledge** are keys to understanding what others are doing inside the firm. Take the time to brainstorm with your lawyer colleagues about client needs and cross-selling opportunities.

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## 2. "Me" focused.

Attorneys often take the wrong selling approach with clients. Clients grant their lawyers the courtesy of a meeting only to hear "let me tell you all about how good WE are at  $x$  and why you need  $y$ ." This is "me-focused," not client-focused.

**Your cross-selling approach should always be centered around the clients and their needs.**

## 3. Lack of strategy.

To effectively cross-sell a client, a lawyer must be on the lookout for **opportunities to expand representation**. Spend more time strategizing with clients about future hurdles and opportunities.

## 4. Clients are in the dark.

Many clients are unaware of their law firms' breadth of experience. Attorneys should **make connections or personal introductions to other lawyers** within the firm who may have the expertise to meet the clients' *diverse* needs.

## 5. Relationship hoarding.

Some lawyers are inclined to build, control, and protect portable client portfolios that can be taken to a new firm with lower risk of dispersed client loyalties. Not only is this **selfish**, partners become reluctant to cross-sell for fear of getting burned by someone leaving with their clients.

Cross-selling requires **collaboration** to ensure that ALL the legal needs of a client are fulfilled...and serviced by the lawyers in **YOUR** firm.

We miss valuable opportunities to cross-market when turf protection trumps **TEAM WORK**.

In the end, you must be confident in your ability to sell *and* confident in the services your partners provide.

*Adapted from article [Dos and Don't of Cross-Selling: The Best Way to Grow Revenue](#) by Susan Saltonstall Duncan.*

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