

Marketing Mistakes INSIDE Your Firm

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • April 5, 2010 • [Printer-friendly](#)



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.

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com



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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