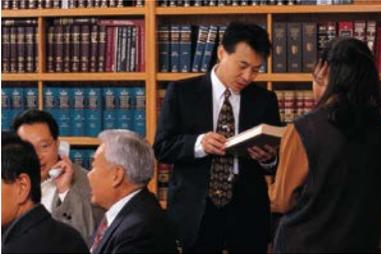


# Prospecting Strategies: Approaching Lawyers

## Video Script



Build profitable relationships with lawyers.  
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Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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Hi, this is Nick Miller, welcome back. This time, conversations with law firms. But, that'll be \$400 an hour.

So, why law firms? First, for bank accounts and trust accounts – deposits and related cash management. Second, loans – for bonuses, contingency cases, partnership, and information technology. Very juicy.

How do we meet attorneys?

**Look for client legal documents in your bank files.**

Usually, those documents will be stamped by a law firm. Go to the files, we'll have 20 or 50 law firm names.

So, we call and say, "Hi, Pat, Nick Miller at Glow Bank's 5<sup>th</sup> Street branch. We have clients in common, and I thought it would be nice to meet in person so we can put faces with names and possibly do some future business."

VERY juicy.

**So, what do we talk about?**

First, use [Vertical IQ](#) or other information for industry perspective. Second, check the firms' websites to determine practice specialties and attorneys.

Then start the conversation broad. "I learned that you focus on whatever kind of law. How did that focus develop? How has your firm changed most significantly in the last few years? What are your biggest challenges now?"

**To dig deeper, focus on revenue and cost of delivery.**

Law firms experienced their own fiscal cliff when the 2007 recession began. Demand and fees fell sharply. Clients are MUCH more price sensitive.

On the revenue side, we could ask: "Where do you see your best opportunities to reduce your costs and expenses? How are you investing in technology to support mobile computing and client confidentiality? What challenges do you face in managing incoming payments and your firm's accounts? And, what headaches are you experiencing on the financial side?"

So bank accounts, deposit balances, cash management, and loans. Start with your clients' attorneys and build your network from there.