Session 403 | Business Development and Pitching – Best Practices for a Successful Meeting

Clients are looking for law firms that are diverse, creative, and personal. They want to connect with people, not just brands. When pitching to a client, it is important to bring a diverse team, tell stories, be creative and playful, show by example, and leave a lasting impression. It is also important to do your research, be prepared to answer questions, and be confident. By following these tips, you can increase your chances of winning over the client and securing new business.

Speaker:
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**Business Development and Pitching – Best Practices For A Successful Meeting**

**Bring a diverse team.** This shows that your firm is committed to diversity and inclusion, which is important to many clients and inside counsel. It also allows the company an opportunity to get to know the different people who will be working on their case.

**Tell stories.** This is a more personal and engaging way to communicate your firm’s value proposition. Share stories about how you have helped clients in the past, or how you have made a difference in the world.

**Be creative and playful.** This will help you stand out from the competition and make a lasting impression on the client. Don’t be afraid to be different and show your personality.

**Show by example.** Don’t just tell the inside counsel about your experience and expertise. Share case studies that demonstrate your success. This will help them to see how you can help them achieve their goals.

**Leave a lasting impression.** This could be anything from a memorable gift to a thank-you note. The goal is to show the inside counsel that you appreciate their time and consideration.

**Additional considerations:**

**Do your research.** Before you pitch, make sure you understand the client’s needs and goals. This will help you to tailor your pitch to their specific interests.

**Be prepared to answer questions.** Clients will likely have questions about your firm, your experience, and your fees. Be prepared to answer them honestly and concisely.

**Be confident.** When you pitch, project confidence and enthusiasm. This will help to convince the prospective client that you are the right firm for them.

**Don’t forget the details.** Make sure you have prepared fully for both an in-person and remote meeting. Technical difficulties and lack of an agenda or logistics/timing issues can make or break a meeting. Should you wish to receive a checklist after the program, please reach out to a member of the Buchanan team.
Business Development and Pitching

Best Practices for a Successful Meeting

#NAPABA23
Speaker

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Business Development and Pitching
Bring A Diverse Team

• Show that your firm is committed to diversity and inclusion, which is important to many clients.
• Allows the company an opportunity to get to know the different people who will be working on their case.
Tell A Story

• Find a more personal and engaging way to communicate your firm's value proposition.

• Share stories about how you have helped clients in the past, or how you have made a difference in the world.
Be Creative And Playful

• Stand out from the competition and make a lasting impression on the client.

• Don't be afraid to be different and show your personality.
Show By Example

• Don't just tell the client about your experience and expertise- show them.

• Share case studies that demonstrate your success. This will help them to see how you can help them achieve their goals.
Leave A Lasting Impression

• This could be anything from a memorable gift to a thank-you note.

• The goal is to show the client that you appreciate their time and consideration.
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Thank You!

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Questions?

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