

# Using a Speech as a Group Sales Call

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Giving a speech is something that's well-recognized as something that will generate new business, but lawyers need to approach it with the knowledge that a speech is actually a group sales call. The example I want to give is Robin Lazarow who is an attorney at a 60 lawyer firm in Boston. After practicing law in New Jersey for about 10 years, she decided to move to Boston, joined the firm, and quickly established herself in a prominent position in the business community. The way that she did that was by giving talks to local business groups.

**You must speak about a topic that's going on right now that's newsworthy.** The key thing is, according to Robin, you can't just pick a topic and drone on about the law. Robin practices in employee benefits law, and at the time she spent time talking about the HIPAA Act, sweeping changes in deferred compensation plans, same sex marriages, and other topics. A smart thing she did was rather than develop a bunch of speeches, she developed a *single core speech*, and she gave it over and over and over again. Each time she gave her talk, it was smoother; each time she gave it she needed to rely on her notes less. By doing this speech again and again, she became a polished speaker.

## Use speaking engagements to land new clients

- Developed Core Speech On Attention Grabbing Topic
- Spoke To Multiple Audiences
  - Insurance consulting firm client updates
  - Human Resource associations
  - Small Businesses
- Developed Checklist
- Register For Newsletter
- Converted Speech To E-newsletter



Robin Lazarow

**Develop one speech and then find *multiple forums* to deliver it.** She began by giving these talks to the regional chamber of commerce which she joined. She was also a member of an attorney group called the Worldwide Employee Benefits Network, and she gave her talk there too. This led to invitations from human resource associations to give the talk. She gave a talk privately at an insurance consulting firm that was a client of the firm, and she even wound up on television talking about the topic.

## Public Speaking Is A "Group" Sales Call

How to Get Started

- Have a "core" speech that you can refine and tailor
- Find and adapt good presentations that you hear
- Put your audience into "pain"
- Don't educate your audience
- Collect stories and examples
- Use your clients, allies and prospects to test ideas (and perhaps co-present).



The purpose of public speaking is to...

- \* Set appointments that lead to business
- \* Build an ongoing contact database
- \* Create word of mouth advertising

Interestingly, she didn't stop at just giving this speech in multiple locations; she also developed a checklist that came out of the talks that she gave, and this became a highly desired document to get at one of her speeches. It was a checklist of do's and don'ts and mistakes to avoid. She converted her talk into articles in a free newsletter that people could sign up for, and she would email it out to them. And then she also converted the speech into articles. So you can see here that if you're a natural recycler, this is going to benefit you very well in marketing. Develop a speech, book one or two speaking opportunities, and turn it into something that you give at roundtables, client offices, and trade associations.

**Remember is that a speech is a sales call.** Your goal is *not to educate* the audience. Instead your goal is to put the audience into their business "pain." Your speech must identify all the traps and snares, and illustrate them with real-life examples. You want audience members to recognize themselves in these situations, and then approach you afterwards for a legal solution.

A good way to structure a speech is to start out with the *business problem* – not the legal issue - - but the *business problem* and what pain this causes to your ideal clients. Then you should

illustrate it with a sample case history or a story. And then *you should sit down*; do not give them the solution. To get that they have to come to see you and ask for your help.

- When you're giving the talk, don't talk from *your* viewpoint -- which is legal; speak from the viewpoint of your ideal client. They're going to want to know how changes in the law affect their business, how it's going to help them earn more revenue or cut their costs, or what danger it poses to their company.
- When you're giving a talk, feature some of your clients. A very effective method of building your own credibility is to talk about examples of successes that you've had.

## Tips On Doing Speaking Engagements That Sell

- “Stack” the audience by advanced marketing
- Get there early, mingle and set up
- Write your own introduction & start strong
- Make it a dialogue (inform, entertain & share)
- Tell stories
- Give people a reason to contact you
- Make it easy for them to contact you
- Market the speech afterwards



You're not giving away the store by taking this kind of an approach. It's similar to demonstrating how to overhaul a truck engine. You can always raise it up on chains in front of a crowd, take it apart and put it back to together -- and you've demonstrated your expertise. However, once they see how complicated it is and how much knowledge is required, they're not going to do it themselves. They're going to call you up and say that they would like you to do it for them. That's why giving a speech can work very well in developing new business.