

It's Not the Economy; It's the Experience

The doom and gloom news about the economy has you convinced that the reason you are struggling is because of the downturn. And perhaps as a result, you've resigned yourself to less income, less profit, and less clients. Don't do it. It's not the economy.

Well, it may sort of be the economy (there ARE less clients who need your services, that's true). There are plenty of people who need you, but today in order to attract them and get them to want to do business with you, you need to provide more.

You don't need to provide more documents, or more time, or more knowledge. You need to provide more experience.

The people who can afford your services and will be happy to pay your fees are bombarded with marketing messages from lawyers who all look the same.

If you can stand out in the marketplace, you've accomplished half the battle.

And when they contact you and you give them a wow experience right away, you've accomplished the other half.

The wow experience begins with how your phone is answered.

Today, I want you to call your office (or have a friend do it while you are listening in) and talk to the person answering your phone.

Ask the questions a prospect would ask before making an appointment.

You are likely to be SHOCKED at what you hear.

If you get a sinking feeling in your stomach just reading this or hear that little voice in your head telling you "nah, you don't need to do that" it's a good sign that you are avoiding a serious problem because you don't want to deal with it.

Or, you don't have anyone answering your phone other than you.

So, here's what you should do right away.

1. Get someone to answer your phone. This can be a virtual someone and does not have to be an employee.
2. Train your new greeter to answer every phone call with a smile and the following script:

"Welcome to the law firm of {insert name}, this is {insert name}, how can I assist you?"

Now, you are creating a wow experience from the very first time a prospect comes into contact with you.

Next week, I'll be back with another simple way you can create a wow experience for your prospects and clients that will shift the global down economy into your own personal boon economy by making you so different from everyone else that you become unshoppable!