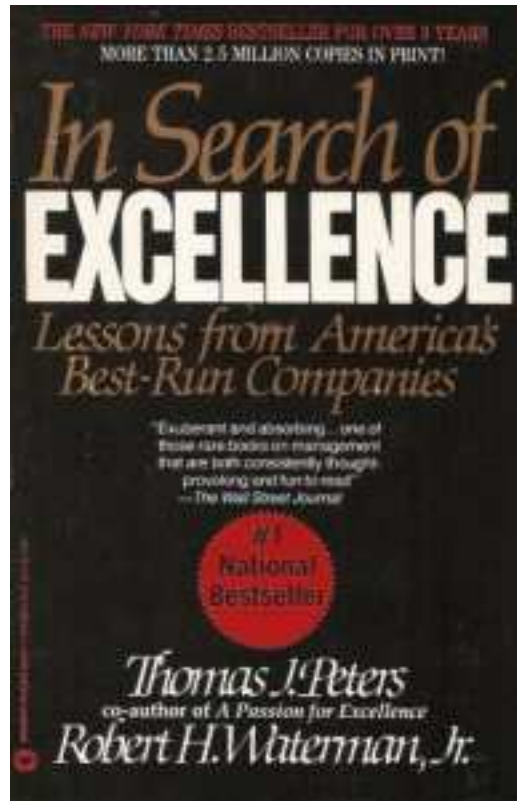


[PhD in Selling Legal Services: Short Course](#)

By [Cordell Parvin](#) on June 26, 2013

If you are like me, you are looking for a list of ideas, or even one quote that suggests what you should do. In this blog, I want to provide both to you.

I have always enjoyed reading books, articles and blog posts by [Tom Peters](#). At least 25 years ago I read his book: [In Search of Excellence](#). I even wrote a memorandum for my law firm on how the principles of the book apply to law firms.



More recently I read Tom Peters' [Top 50 Have You's](#). Take a look. Which ones apply to you? I certainly think the first one does:

Have you in the last 10 days...visited a customer (client)?

Would you let me know which of the other 49 Have Yous gave you an idea to take the action suggested?

After reading those, I found a 90 second YouTube video clip of [Tom Peters: Get Respect by Giving it.](#)



In the video he includes an eye opening quote from [Dee Hock](#), the founder and former CEO of Visa). When I heard it, I realized right away that it also applies to selling legal services. Here it is:

PhD in Leadership, Short Course:

Make a careful list of all things done to you that you abhorred. Don't do them to others, ever. Make another list of things done for you that you loved. Do them for others, always.

Couldn't you use the same principle for selling legal services to clients? What things have sales men and women done that you abhorred? What things have sales men and women done for you that you loved?

Cordell Parvin Blog

DEVELOPING THE NEXT GENERATION OF LAW FIRM RAINMAKERS

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