

Legal Sector Breakfast Briefing

Newcastle

4 February 2025

Legal Sector Breakfast Briefing

Welcome & Introduction

Andy Poole, Chief Operating Officer

Corporate Finance Partner – Legal Sector

Armstrong Watson

Legal Sector Breakfast Briefing

- 8.00am - Arrival and breakfast
- 8.30am - Welcome
- 8.35am - Briefing
- 9.30am - Q & A
- 10.00am - Close





The Future of Law Firm Enquiries: AI, Software, & Strategy at Work



Websites | PPC | SEO | Strategy | Setups +

£221,000



Who Am I?

Why Am I Standing In The Room?

- MD At Marketing Lawyers
- Consultant to firms internationally
- Known For Mainly One Thing



Known For . . .

Why People Speak To Me

- Grew the incoming leads and new work from online enquiries from £250k - £2.2m pa



- Setup numerous law firms in the UK, from sole practitioners to multi-partner firms.
- Won millions of pounds worth of new business for law firms.
- Over 10 years of practical experience helping law firms become more successful.
- Supported over 100 firms in the past 5 years.
- Shown over 500 individual lawyers how to get better marketing results.
- Spoken at international and UK conferences on law firm marketing.
- Generated new business for lawyers across 4 continents.
- History of getting quick results ... usually within 3 – 4 months.
- Previously a director and management board member at a top 200 national law firm with 20 offices.
- Managed a team of enquiry handlers for a law firm -4,500 leads per month.



Today

Roleplay – Ideas & Tools

- 40 mins – time for questions
- Goals
- Backwards – strategy, converting and handling, software and AI
- Status quo for your law firm enquiry handling – thinking
- Who, how, when
- Looking at things in a different way – lay clients
- Tips tricks - strategy
- Why choose you? Aren't there others?
- Say the same things – Test drive
- Feelings
- Improvements
- Software
- Ai + Google 'Ask For me'

Goals

Most Lawyers & Firms Want To ..

- Increase new cases
- Increase quality of clients
- Increase profit margin
- Hit targets - Pressure
- Keep existing clients . . .
- Handle enquiries better to reduce time
- Control conversation

My Experience

- **Luxury Firms - Tax Advice/Dawn Raid- GC**
- **International Steel Company - Investigation**
- **Businesses & Business owners**
- **Wealthy individuals – in the know**
- **Business Divorce**
- **Business Advice – Hacking / Nasa / Sony / Been Hacked**
- **US Secret Service & international company entering the UK**
- **Footballer Divorce**
- **European transport / Employer Advice**
- **AA Style Company Poland / Franchise Regulations Dentist Portugal**
- **Covid Litigation – shareholder disputes**
- **1.8K vs 200 leads internationally**
- **Selling and buying businesses**
- **SFO cases**
- **Property portfolio**
- **Construction law cases**
- **Conveyancing**

Think about your firm or departments

- Who handles the first phone call from a new enquiry or referral
- At lunch
- After hours
- How many calls
- Music
- Transfer
- Tonality
- Training
- Messages
- Voicemail facility
- Who, what do they know, have things changed in the firm
- Habits

Think about your firm or departments

- How
- What do they say
- What's the policy
- What's the strategy
- Call back
- Take details
- Explain the process
- I can't – I'm not – You'd have to – I'd have to
- Not asking front of house
- Empathy?
- Luxury brand – not the cheapest
- Offering – fixed fees – confused approach (£350 vs £650 vs £850)

Online – Meeting the firm

- Online business development failures
- Tracking – listening
- Relationship before price
- So many leaks – every firm
- Just 3 new enquiries a day, means a potential of at least a £1 million a year at stake (inc weekends)
- 97% case study
- 25% case study – don't do it
- Not available, no free advice, lunch, not sure, all away from the office, not sure when for a call back, not legally trained, no one answering, no voicemail, overflow, email forms broken, slow response, someone else usually take the calls – I wouldn't be able to say . . . Hang ups – departments?
- 700/800 calls case study pm

Online – Process

- How do you handle leads – Take the call, email, first point of contact?
- Hours of day & who handle calls – external?
- Who do they go to? Client journey? Call back policy?
- Speed of response?
- Overflow & on hold
- Offering – next steps
- Securing the potential lead
- Training front of house
- Pre-filtering - knowledge
- Following up
- Leaks & tracking / forensics / CRM

Enquiry Handling – Lay Clients

- Picture lay client – Alien market - Emergency locksmith (Distress)
- Expect you to get the law right
- “other things”
- Why choose you – aren’t there others
- First . . . Tonality?
- Test drive of the firm
- John Lewis
- Price not always driver
- Time speed
- Tar all leads with same brush – admin rather than relationship building
- Never finding out what the client wants e.g. divorce
- My experience / no one / no call back/ hanging up / no sales / no follow up / no email / no introductions / no structure conversations

Speed

100x

more likely to connect

When you respond in < 5 minutes,
you are 100 times more likely to
make initial contact with a lead
over waiting just an hour

21x

more likely to qualify

When you respond in < 5 minutes,
you are 21 times more likely to
convert a lead into an opportunity
over waiting just an hour

Speed



Speed

- Be available or find a time when it's good for the caller to speak.
- Potential clients have taken the time
- Holding – saves competitor calls & manage expectations
- One click away
- Next steps are about setting up the call so they want to instruct you or to control the conversation so it's short and handled efficiently.

THE CALL – tips tricks – Strategy / Structure

- **Step 1 – Setup & Control - Important**
- Introduce who you are and ask who you are speaking to
- Use their name every so often in the call
- Explain that this call is - to find out how you can help them & that you'll need to ask a few questions – take control from the start. Is that okay?
- Also, explain the steps of the call e.g. find out what advice the caller needs and how you can help them or not, explain the process and any fees, answer any questions and see if you like to go ahead and instruct.
- Mention that this type of call usually lasts around 5, 10, 15 minutes
- Get their buy in – saying yes

Step 2 – Personalise, Empathy & Relationship

- Ask friendly and personalised question
- Be caring, interested and don't tick off a list of questions on a form
- Only use a few key questions
- Show empathy in response, don't be cold
- People buy people – those who care
- Interject

Step 3 - Process and fees

- Tell them you can take on the work confidently (if it is something you can take on, if you can't always refer)
- No legal jargon, explain the process
- Does that sound okay?
- Explain how you will help deliver the work they require and how long it will take (ballpark is needed or max length)
- Pricing - Offer fixed fees or at least a clear explanation of costs with confidence (ballpark if needed or max cost)
- Explain if you need to look at the papers
- Benefits and value

Step 4 – Seal the Deal

- Don't - **IF**
- Ask the client if you can go ahead and get started for them? – **No 1**
- Based on that would you like us to open a file for you?
- If they don't say yes, ask them if there is anything they would like clarity on?
- Explain and reassure them by answering their questions. Then ask if they have any other questions and if not, would they like you to take on the case again.
- If price is an issue, then explain what they are getting and explain there are no hidden fees.
- If they have had a cheaper quote, don't automatically apply a discount.
- Ask what the other quote is and then ask questions to see if you are comparing the same level of service .E.g. qualified solicitor vs junior, direct line, experience, reviews, service pledge etc.
- Seeds of Doubt
- Expensive – compared to what?
- If they need to 'think about it' set a date for a follow up call to see if they have any questions or ask if they have any other questions now – **No 2**

Step 5 – Follow Up

- There are people who need to go away – money/big decisions
- What are the next steps for them?
- If they haven't converted but still might. Always follow up, multiple times, via email and phone call. Don't act pushy but, explain in a friendly way that you want to see if they have any questions.
- Ask if they want to go ahead.
- Most prospects convert between 5-7 touchpoints.

Follow Up



80% of sales require five follow-ups after the initial contact, but 45% of salespeople give up after one.

- 44% stop following up after one rejection
- 22% stop following up after two rejections
- 14% stop following up after three rejections
- 12% stop following up after four rejections
- 8% do follow up after five rejections

Price - Issue

- If fees are a constant issue.
- You can control the conversation by saying – e.g. litigation - £2000
- Just to let you know, fees for these sort of matters range from £1-2000 to look at the papers and come up with a decision about the merits and prospect of the case and then £4-5000 +to start.
- Those are average ballparks, but based on those figures is it something you'd still like to progress? Is it still worth us having a conversation about moving forward?

Statistics - research

90% of call handlers admit that they either don't actively like handling enquiries, or are not very good at doing it

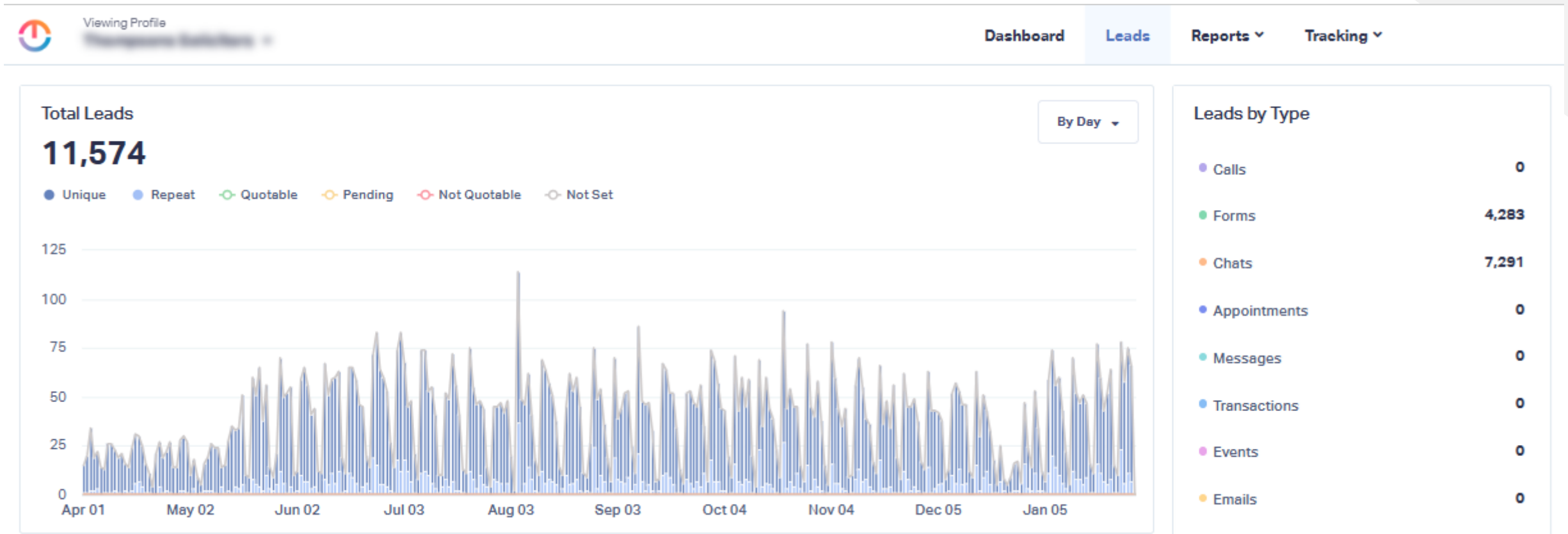
85% Say they have not had training

Software

- All of what we have discussed can be checked, reviewed, monitored and improved upon through software. WhatConverts (Marketing Lawyers)
- Records calls, tell you when, where, how - common issue times
- Ai transcripts – redacts PCI payments automatically, searchable summaries
- Use transcripts to help create better processes. AI - how to improve the conversation, what are we turning away, how to improve lead handling, who is the best converter, do we use empathy. How many calls do we not do X.
- Platform login read all your initial phone conversations. Find opportunities.
- Tells you whether it came from certain advertising campaigns – print media and online
- What are we receiving but don't offer, turning away but not busy, wrong information, line issues, leaky bucket, who are we referring to or not?

Software

- Dynamic number software online – platform



Software

Unsaved View

Default View

Google Ads

Organic Search

Unique Contacts

More Views ▾

This view contains 45 Leads. Use the filters below to specify what leads you want to see.

Choose Columns

	Time ▾	Type ▾	Source ▾	Medium ▾	Keyword ▾	Email Address ▾	Status ▾	Recording ▾	Landing Page ▾	Lead Page ▾	Phone Number ▾	Duration ▾	Campaign ▾
		<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>		<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
View Lead	Tue, Jan 28, 1:54 PM		google	cpc	-	-	Unique Lead		-	-	-	14 minutes and 32 seconds	-
View Lead	Mon, Jan 27, 1:46 PM		(direct)	(none)	-	-	Unique Lead		-	-	-	5 minutes and 4 seconds	-
View Lead	Fri, Jan 24, 11:19 AM		google	cpc	-	-	Unique Lead		-	-	-	3 minutes and 9 seconds	-
View Lead	Thu, Jan 23, 3:02 PM		google	cpc	-	-	Unique Lead		-	-	-	11 minutes and 41 seconds	-
View Lead	Wed, Jan 22, 1:16 PM		google	cpc	-	-	Unique Lead		-	-	-	2 minutes and 8 seconds	-
View Lead	Wed, Jan 22, 11:54 AM		google	cpc	-	-	Unique Lead		-	-	-	16 minutes and 23 seconds	-
View Lead	Mon, Jan 20, 1:45 PM		google	cpc	-	-	Unique Lead		-	-	-	1 minute and 2 seconds	-
View Lead	Wed, Jan 15, 12:12 PM		google	cpc	-	-	Unique Lead		-	-	-	2 minutes and 2 seconds	-
View Lead	Thu, Jan 9, 5:48 PM		google	cpc	-	-	Unique Lead	-	-	-	-	-	-

Software

« Expand **Lead Details** Close

Overview Lead Analysis Activity

Lead Score
0 pts

Quotable
Not Set

Quote Value
£0.00

Sales Value
£0.00

+ Add a note...

Call Recording
Wed, Jan 22, 2025 at 11:54 AM

00:00 16:20

Speed 1x **Play** Download

User Information

Country	GB
Operating System	Windows 10
Browser	Chrome 132
Device Type	Desktop
IP Address	192.168.1.1

Milton Keynes
Luton
St Albans
Chelmsford

Call Details
Wed, Jan 22, 2025 at 11:54 AM

Answer Status

Call Duration

Caller Name

Destination Number

AI

- AI and tracking go hand in hand. It has the data.
- Use that data with other AI systems – Use AI to help write policies, procedures and training manuals
- Before we spend on more leads - we can improve the conversion rate.
- Record calls - play examples back for training and taking action
- Check up on implementation
- Best converters, incentivized to help others
- Future: Automated AI taking calls for each department. . . (Also the other way around in Google's 'Ask For Me' trial)
- Automated in-bound agents – books meetings, taking initial details.
- Heard what's in development for the legal sector. . .
- All starts with software for getting the data. Track your incoming lines and implement strategies to improve your lead handling.



AI



**Google's 'Ask for Me' feature
calls businesses on your behalf
to inquire about services, pricing**



 **marketing
lawyers**

Websites | PPC | SEO | Strategy | Setups +

Thank You.



Ben Trott



07881536290



ben@marketinglawyers.co.uk



www.marketinglawyers.co.uk

Legal Sector Breakfast Briefing

Questions & Conclusion

Douglas Russell, Business Services Partner
Armstrong Watson



Andy Poole

Chief Operating Officer

Corporate Finance Partner –
Legal Sector

Floor One, One Strawberry Lane,
Newcastle upon Tyne, NE1 4BX

T: 0191 434 0830
M: 07828 857830

Twitter: @AW_AndyPoole
E: andy.poole@armstrongwatson.co.uk

www.armstrongwatson.co.uk/legalsector

Douglas Russell

Business Services Partner

Floor One, One Strawberry Lane,
Newcastle upon Tyne, NE1 4BX

T: 0191 434 0830

E: douglas.russell@armstrongwatson.co.uk

www.armstrongwatson.co.uk/legalsector



Disclaimer

This presentation and supporting documentation has been prepared in general terms and therefore cannot be relied upon to cover specific situations; application of the principles set out will depend upon the particular circumstances involved and we recommend that you obtain professional advice before acting or refraining from acting on any of the contents of this presentation and/or supporting documentation. Armstrong Watson would be pleased to advise on how to apply the principles set out here to your specific circumstances. Neither Armstrong Watson nor the presenters accept a duty of care or liability for any loss occasioned to any person acting or refraining from acting as a result of this presentation and supporting documentation.



ArmstrongWatson

Accountants, Business & Financial Advisers