

LEGALMARKETINGASSOCIATION

**LMA**

NORTHEAST REGION

360°

**Coaching with Confidence**  
**Leveraging Lawyer Selling Styles**

# Learning Objectives

1. Discover six unique selling styles and how to use them to personalize business development strategies for lawyers.
2. Learn how to match lawyers to BD activities that align with their strengths, increasing engagement and follow-through.
3. Enhance your coaching toolkit with new techniques to spark interest, build momentum, and drive results."



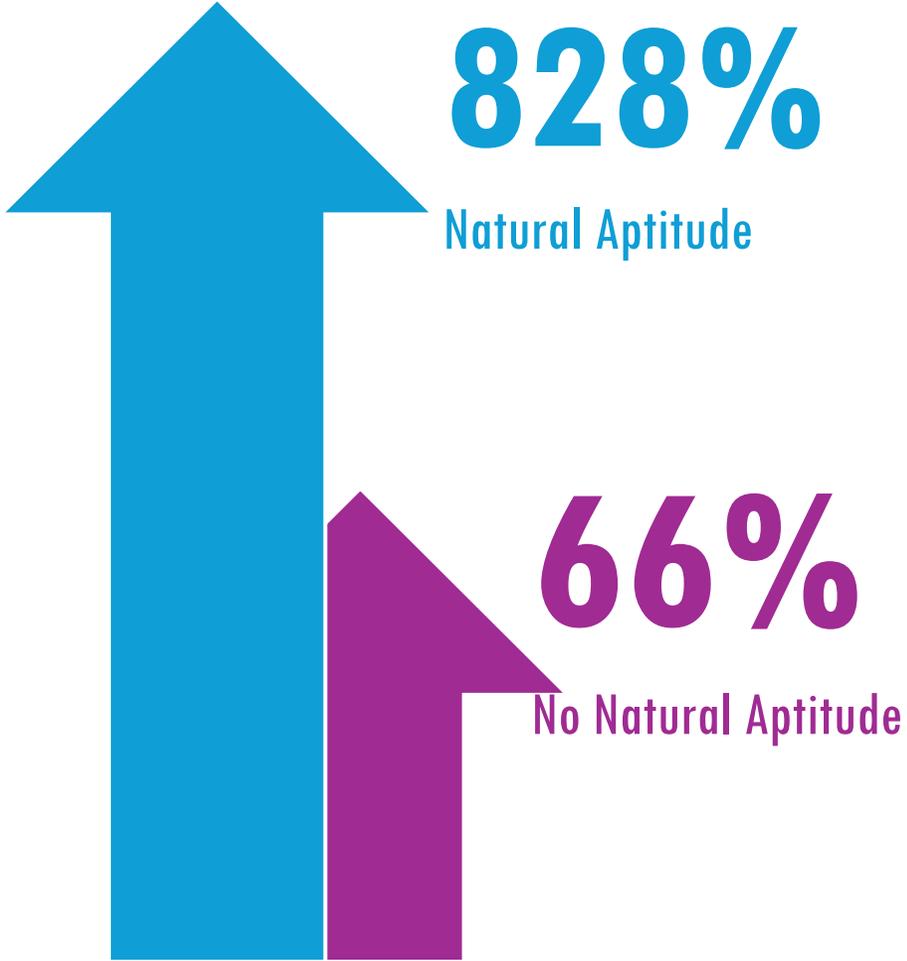
# Speaker



Debra Baker  
*GrowthPlay*

- Journalist turned lawyer
- Passion project: Law Leaders Lab
- Secret talent: Winning at things requiring no skill

# Why Strengths Matter



55 Years  
of Data

10 Years  
Studying  
Lawyers

1 Million  
Assessed

# The Science of Selling

133 BD  
Competencies

6 Lawyer  
Selling  
Styles

360°

Powered by:

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LMA  
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# GROWTHPLAY'S 6 LAWYER SELLING STYLES

Engage existing relationships

**ADVOCATES**



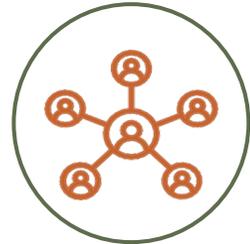
Engage through expertise

**EDUCATORS**



Engage referrals

**ALLIANCE BUILDERS**



Engage like a GC

**INTEGRATORS**



Engage new buyers

**ACTIVATORS**

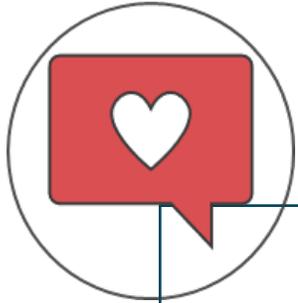


Engage with new approaches

**INVENTORS**



# WHO THEY ARE



## Advocates

- Build deep, trusted advisor relationships that generates business development through loyalty and Superfans

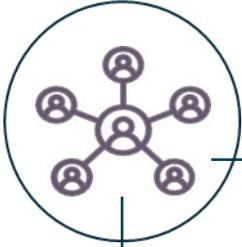


## Educators

- Use what they have know – their subject matter expertise – to create opportunities to provoke interest and need for a solution

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# WHO THEY ARE



## Alliance Builders

- Indirect sellers who use referral networks to do prospecting and influence decision-makers



## Integrators

- Consultative sellers who can issue spot to solve a wider array of problems

# WHO THEY ARE



## Activators

- Enjoy the “hunt” and are skilled at bringing new relationships through the door



## Inventors

- Use what they see emerging – new trends, offerings, approaches, markets – to create opportunities to provoke interest and need for a solution

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# Lawyer Selling Styles

- 98.7% of lawyers are a fit for at least one style
- 92% are a match for two or more roles
- Most common: Advocate, Educator, Alliance Builder
- Less common styles: Inventor, Integrator, Activator
- Unicorns: 9% of lawyers who are a match for all six styles



# 3 Ways to Generate Revenue



**GUARD**

against  
competition and  
attrition



**GROW**

by scaling and  
expanding



**GET**

from new  
markets and new  
buyers



# COACHING TAKE-AWAYS: HOW V. WHAT

## Advocates

- Most comfortable in 1-1 situations – help them figure out how.

## Alliance Partners

- Focus on activities involving service providers – Find mutually beneficial ways to support each other

## Activators

- Keep them engaged – Watch out for client experience

## Integrators

- Make them masters of good discovery conversations – Build their confidence in selling the firm's overall platform

## Educators

- Move them past content creation – use SME as a relationship building tool by thinking 3:1 leverage

## Inventors

- Find a “hook” to create conversations

## Pro Tips

- Focus on what's possible
- Ask v. tell – let lawyers self select
- Mix and match to create unique styles
- Promote collaboration across styles



# THANK YOU!

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