

SELLING STYLE COACHING PLAYBOOK

The GrowthPlay Selling Styles

Sells to new buyers	Sells through referrals	Sells through existing buyers
ACTIVATORS 	ALLIANCE BUILDERS 	ADVOCATES 
Sells like a consultant	Sells what they know	Sells new approaches / services
INTEGRATORS 	EDUCATORS 	INVENTORS 

Lawyers I know who fit this style					
Advocates	Alliance Builders	Activators	Integrators	Educators	Inventors

Coaching Playbook

Lawyer	Suggested Style(s)	Activity Focus	Coaching Cues

Selling Style Activities

	Guard (Retain)	Grow (Expand)	Get (Net New)
Activator	Attend client social events, receptions, dinners	Connect clients to partners across PSCs, expand contacts inside clients	Attend conferences, industry events, organizations, social activities
Alliance Builder	Leverage alliance contacts as “gifts” to current clients	Build a team of internal referrals across practices	Build an external team of referrals that target different services to the same buyers
Advocate	Hold client appreciation events and social events; monitor and promote client business	Do client site visits, participate in R&D labs with clients, do quarterly strategic client check-ins	Co-market with clients to access their networks, host “bring a friend” events and invite best clients
Integrator	Use Strategic client check-ins to uncover priorities; connect clients with similar clients, gift insight briefs (particularly across practice areas), serve as “consigliere”	Attend other practice group meetings and cross-sell team discussions to stay abreast of other SME’s; participate in client teams and industry group discussions to stay updated	Engage in client feedback interviews, act as firm ambassador in community, position self as “first phone call”
Educator	Develop and deliver CLE/training programs; create insight briefings; curate and share insight content	Use research on thought leadership as a hook to connect with firm clients	Leverage focus groups, presentations, legal alerts, updates
Inventor	Use proof of concept interviews on new products/approaches	Conduct cross-practice trend reports, hold industry outlooks	Offer audits, “second set of eyes,” develop limited scope “nibbles” to help identify possible wins/watchouts

Notes: