



Selling and Communications Skills for Lawyers: A Fresh Approach to Marketing Your Practice

By Joey Asher

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Designed for lawyers seeking to improve and strengthen their client relationships, this guide offers strategies for effectively communicating with clients. Top lawyers offer their own strategies for speaking and presenting themselves in a way that pleases clients and cultivates their practice. The importance of empathizing with a client's position is stressed and explained, as is creating a long-term business plan for a practice. How to conduct an efficient meeting, tips for creating an interactive legal presentation, and the ethical issues of selling and marketing a firm are also addressed.

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Editorial Review

Review

This book does a great job of teaching you how to go out and get clients. It's full of really useful practical tips, such as how to make cold calls, how to "google" your way into the front door, how to engage in effective cross-selling, how to make maximum use of airplane flights. It even teaches how to shmooze effectively. It's easy to read, well organized, clever, full of memorable anecdotes, etc. I strongly recommend it to anyone interested in learning how to get clients. --Kenneth L. Glazer - Attorney, Washington, DC

About the Author

Joey Asher is a professional communication and selling skills coach who has worked with executives, managers, and salespeople at dozens of firms including The Home Depot, Georgia Pacific, Global Payments, The Weather Channel, UPS, Kimberly-Clark, Alston & Bird, PricewaterhouseCoopers, AMVESCAP, Verizon, Scientific-Atlanta and Kurt Salmon Associates.

Joey Asher has written four books on presentation skills and selling: *15 Minutes Including Q & A: A Plan to Save the World from Lousy Presentations* ; *How To Win a Pitch: The Five Fundamentals That Will Distinguish You from the Competition* ; *Even a Geek Can Speak: Low-Tech Presentation Skills For High-Tech People* , ; and *Selling and Communication Skills for Lawyers*.

Joey's background is both as an attorney and as a newspaper reporter. He worked as an adjunct professor of law at Emory University School of law and was an attorney at Troutman Sanders L.L.P in Atlanta. Prior to law school, he worked as a newspaper reporter for the Gannett newspaper chain in Georgia and New York. Joey graduated from Cornell University and Emory University Law School. Joey is currently the president of Speechworks, a public speaking skills training firm based in Atlanta. Speechworks has been training business professionals and sellers connect with listeners and sell ideas since 1986. The firm offers communication and public speaking skills training and coaching in the form of workshops, workshops, seminars, and private sessions.

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