

Law Firms

Overview

Law firms and accounting have many similarities. You'll find large firms and small firms and some individual practitioners. The larger firms and mid-size firms primarily focus on corporate business but will also handle personal business of some of their corporate accounts or close referrals. Partners must develop new business through corporate contacts and most of their style of doing business is high-class, white collar entertaining. These corporate accounts can be worth tens to hundreds of thousands of dollars a year.

Small firms or individual practitioners often-times have a specific area of expertise. Their new business comes from referrals from existing clients or other attorneys who don't handle that particular area of the law.

Personal injury attorneys, even ones who advertise heavily on TV and outdoor billboards are usually not prime prospects for tickets. They are dealing with the walk-in client or the individual who has been hurt in an accident or has some other short-term problem. Some business comes from referrals but not in a manner worth maintaining strong relationships with their individual clients. These are usually one and done type relationships.

Why they buy tickets

Law firms regularly rank as the top buyer of premium seating for teams across the country and across a variety of sports. Larger law firms can easily afford higher dollar club seats and even suites. They will also demand the top locations. No firm wants to appear cheap with upper level or endzone seating. Corporate clients can change law firms relatively easily and relationships drive that change. Follow the same path as the normal sales presentation. Each partner would receive one game a month for new prospects and one game each month for existing relationships. Depending on the size of the firm, there is plenty of opportunity to use tickets for reward and recognition for rank and file staff as well.

You may hear from one partner, "One of our partner's has tickets. We're set." That just means they have access when someone really wants to go. It's not a controlled, organized plan for developing new business. Don't let this objection slip you up.

Decision Makers – Who to talk to...

Law firms are set up like accounting firms. Part of the Office Manager's job is to field meetings with salespeople and gather information from partners. Stay away. You need to find a partner who is a fan of the team and believes that tickets can be a helpful tool to grow their business. Start with the Managing Partner if you don't have any other referrals in to the firm. You can also do a little research on each partner on the firm's website. Find that partner will take your case to the partner's meeting and get the buy-in from the other partners.