

2017

Nicholas Scott Lawyer Development Course

We would like to offer the opportunity for you to have a roundtable breakfast / lunch where James Parsons will lead a discussion on what neuroscience has to say about business development and to give Partners a chance to explore its application to Partner relationship performance with clients (applying to laterals and current Partners)



Nicholas Scott Legal Services

The Science of Business Development

Business Development for lawyers is getting harder. Alternative business models, disintermediation and global digital marketplaces make it harder for companies to retain and nurture captive clients. Structural overcapacity in western markets mean developing deeper, better, trusted client relationships is more crucial than ever to ensure future growth.

What we're learning about the brain has huge implications for how we work effectively with peers, clients or other stakeholders. Selling and building deeper, stickier relationships remain key strategic imperatives for all organisations, yet business schools don't teach selling on MBA programmes and law schools don't either. And yet it is something many of us find hard to do well.



The neurosciences point to the fact that we're blissfully unaware of most of our reactions and others' perceptions of us, and that it takes deliberate effort to become aware of them. When someone "sells at us", whether to make us buy in to an idea or a product, we tend to react pre-consciously, activating threat responses before we rationally listen to any sales message.

With access to cutting edge research from both clinical and social sciences, Nicholas Scott Legal Services is partnering with leading executive coach, James Parsons, who has trained with the world's leading experts in the fields of affective neuroscience, psychology and behavioural economics to help individuals:

- Increase/protect revenues by upskilling from transactional sales to position of trusted advisor
- Shift from presenting to persuading
- Understand an individual's buying preferences
- Introduce the concept of meta programs and how to tap into those of your most valuable clients
- Develop key skills in behavioural adaptability to build rapport and trust quickly
- Influence others positively, generate common purpose and gain buy-in to ideas
- Build trust and credibility with clients, peers and seniors

Correctly identifying the client's buying preference and responding to it appropriately is crucial. If done correctly, when faced with a buying choice, a client's subconscious will encourage them to choose you rather than your competitors - even if your client's rational self disagrees. All too often, BD people fail because they're trying to impress their audience with their knowledge, rather than trying to relate to them as potential clients.

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