

Successfully Selling Voice in the Legal Vertical

Know the prospect

The legal industry is known to be slow to adapt to new processes and technology. While this means it can be challenging to get new law firm business, established relationships are sticky, making them good customers for the long term. Referrals tend to be the most effective way to attract new legal customers.

When selling in the legal space, it's important to understand the differences between fee-based and contingency firms as their needs will differ. Fee-based firms are paid an hourly or fixed rate for the services they provide, while contingency firms receive a percentage of the final award of the case. Fee-based customers typically just need great service at a great price; contingency firms often look for a few specific capabilities, such as SMS.



Understand their needs

Pain points and challenges

- **Multiple sites:** They need inter-office communications, and they want one complete system for simplified management
- **Mobility:** Lawyers need to be able to conduct meetings outside of the offices
- **Call centers** (for contingency-based firms): Many rely on their call centers and because it's a competitive field. If they miss a call, that prospective client will call the next firm on their list

Key requirements

- Dependable softphone
- Ability to allow the assistants to answer incoming calls for each attorney
- Voicemail transcription
- Ability to use mobile phones for calls and texting without divulging personal cell numbers
- Auto attendants and call queues

Navigate key decision-makers

The decision-makers involved will depend on the size of the firm. In smaller organizations, you'll deal with a lead attorney, who may be a partner or owner. In a larger firm, you'll be selling to the firm administrator (the legal equivalent of an office manager, but this position is typically more senior than in other businesses) and/or the IT director. Recommendations may be taken to a board or managing partners for approval. While some deals can take 2-3 months, others can move quickly and close within a matter of weeks, especially with smaller firms.

Communicate relevant value

- Don't talk about the technology—in this space, most solutions can do what they need. Instead, speak to the needs of the firm. This can set you apart from your competitors.
- Law firms tend not to need a lot of complex features; the standard mobile and video capabilities will suffice. Focus on the mobile side, which is more critical than video. While law firms do hold video calls, they tend to prefer more familiar applications, such as Zoom, or will use the other party's services.
- They like premium phones and it's useful to have something tangible to point to—e.g., show them the phone with a large screen and a great handset.

Here are some specific capabilities to highlight:

- Rock-solid call quality
- Ability to use account codes for billing for law firms who want to attribute time to a docket or a case number
- Premium phones and accessories
- Integration with client service programs, such as ProLaw and PCLaw, for example with click-to-dial through the Chrome extension
- Mobile app that supports remote work and protects cell number privacy
- Business SMS capabilities, particularly the advertising/marketing capabilities for contingency firms
- Call center that delivers a high-quality experience



Create compelling packaging and pricing

Many law firms want to manage the services themselves and will look to their voice partner to handle the up-front design of call flows, as well as any moves/adds/changes.

Law firms often prefer an unlimited plan for cost certainty, but some SkySwitch partners have found success with seat-size pricing in small, medium, and large options.

Most want to lease or buy premium phones, whether that's bundled in the plan or separate.

With these tips, you will be able to have a relevant and differentiated conversation with prospects in the Assisted Living Communities vertical.