

DON'T MISS THE OPPORTUNITY NEXT DOOR:

Cross Marketing Within NAMWOLF

We get it. You just invested time and funds to come to the NAMWOLF conference, and you are hoping for a quick return on your investment. You look to connect with in-house counsel with the goal of leaving the conference with a new matter from a new client in hand. That kind of immediate return can and does happen. If that is your only focus of your membership, however, you are missing a rich opportunity to build relationships with other law firms that can provide professional support and lead to sustained business generation.

Why Cross Market With Other NAMWOLF Firms?

Why cross market at NAMWOLF? Because it works. Most attorneys know that professional networks can be a rich source of referrals. Other law firms benefit from intentional one-on-one partnerships with other firms, promoting each other to existing and potential clients. Cross marketing at NAMWOLF draws on both of these strategies, and often results in...

- Referrals for geographic reasons
- Referrals because of experience in a practice area
- Referrals because of a conflict
- Requests to serve as local counsel
- Requests to come in as additional capacity on a large matter
- Opportunities to co-pitch for business
- Opportunities to be included in a network of firms presented to corporate clients

How does Cross Marketing Work at NAMWOLF?

Successful cross marketing at NAMWOLF takes two things—belief in NAMWOLF's mission and a long-term commitment. First, you cannot sell what you would not buy. You must believe that businesses benefit from working with diverse firms that carry the NAMWOLF seal. Second, you must invest the time. Cross marketing is a long-term process, and the most successful cross marketers work for years to build rapport and trust with their potential collaborators.

Step ONE

Make the Connection

When you view and treat other law firm members as colleagues rather than competition, everything shifts. The firms that find the most success through cross marketing approach NAMWOLF events with the goal of developing relationships with law-firm-member peers. Business referrals and co-promotion are then natural extensions of the relationships you develop. As you meet NAMWOLF members, ask yourself whether this is an attorney and a firm that you want to spend time with and work alongside, rather than whether this contact can give me immediate business. Be genuine, open, and interested. This shift in perspective will make all the difference.

Step TWO

Build Trust

After a connection is made, the next step is to deepen that connection through common experiences and more substantive communication. A personality fit is helpful, but trust is essential in successful cross marketing. No one wants to send a client or potential client to another firm and have them be disappointed. How do you build trust? Through making and then keeping commitments—big and small.

You can build trust through participation within NAMWOLF—providing other firms with the opportunity to see you make, and more importantly keep, commitments, including through:

- Serving on a NAMWOLF Operational committee
- Joining a PAC and actively attend and participate in calls and regional events
- Volunteering to create or help with a NAMWOLF webinar
- Stepping up when volunteers are requested at committee meetings
- Asking clients to be part of a meet and greet
- Submitting CLE panel ideas and invite another NAMWOLF firm to participate
- Submitting to NAMWOLF's newsletter, including cross marketing success stories

- Visiting a local NAMWOLF firm when you travel
- Calling a NAMWOLF attorney to talk through an issue in their area of experience
- Setting up a monthly call with another NAMWOLF attorney in which you report to each other your marketing efforts/successes/questions
- Inviting NAMWOLF attorneys in your city to see your office and meet your team

And you can strengthen connections on an individual level with a firm that has complimentary practices, distinct geographic coverage, or a common approach to service, including by:

Step THREE

Make the Pitch

Give business to other firms. One of the easiest ways to get referrals is to make referrals yourself. All the same rules apply—ask if this other law firm would be a good personality fit with the potential clients and whether they meet commitments they make.

Ask for business. Once a relationship is established, remind your contacts of your firm's practice areas and talk about the types of cases you have handled, and ask them to keep you in mind and/or think of you when they want to offer greater capacity to a client on a bigger matter.

Protect the brand. If you get a referral, realize that you are representing the referring firm and NAMWOLF as a whole. Don't oversell your skills or take something on that you know you don't have the capacity or expertise to handle. Be responsive and communicate early and often. The best way to get more business is to perform above expectations on the business you receive!

CROSS MARKETING is a cost-effective, inventive, and unique way to develop new relationships and business opportunities. Give it a try—it works! And keep at it. This is a marathon and you need to invest in your long game.