

Can getting very X be a good thing?



*If you can imagine it
you can achieve it!*

It can be so easy to forget we are sitting on a gold mine of potential!

Whilst the CEO of a Surrey law firm, I introduced an X-referral system to maximise the client database; with great results.

Each department effectively 'pitched' to the others, presenting to the rest of the firm what they did, the kind of people they acted for, the clients they were looking to gain and, very importantly, what every member of the firm (yes, secretaries, receptionist, juniors and post room) should listen out for when talking to clients or contacts that might signify a need for their legal service.

As a result, we got some great presentations with one department taking the rest of the firm on a 'Circle of Life' journey from 'Will to Probate' of who they were and what they did. Out of six departments, it was said about three of them by others in the firm, "We didn't realise you did that." One fee-earner, having been to these meetings and gaining a lot of knowledge of what her colleagues did, then got **six** new matters from one phone call. She managed this for two reasons: she was **tuned in** to what her colleagues did and had been **taught** what to listen out for. She was then able to pass on four of those matters to colleagues.

To add some fun (and there should be fun at work) to the idea, I introduced a section to the monthly internal newsletter listing all internal X-referrers. What appeared was the name of the referrer, who they had referred to and the number of referrals. Not only did the X-referring rise, but I then saw emails X-referring a client with an added line stating, "Can you please ensure Stewart knows I've sent this client over to you?"

There was no financial incentive at this stage to X-refer but firm-wide recognition, praise and a **thank you** had a very positive effect. What I achieved was recognition of the importance of internal X-referring, on a structured basis, to increase the flow of work within the firm and a non-financial incentive to do so.

X-referral should be a **stated** part of your marketing and networking plan. There should be internal networking time set aside so the staff know and understand what their colleagues do and learn what to listen out for when having conversations with clients or potential clients for X-referring of work.

Getting very X can have a very positive effect on your level of work. It costs nothing to achieve, can have a significant impact on how much you earn from each client and keeps all your client's legal work in your 'house'.



Stewart Graham

Avalon Solutions

Avalon House
Woodham
Surrey

t: +44 (0)1932 459383

m: +44 (0)7920 114572

e: stewart@avalonsolutions.co.uk or
info@avalonsolutions.co.uk

w: www.avalonsolutions.co.uk

Stewart Graham will help you to enhance your service, increase your profit and reduce your costs through coaching and presentations.

Stewart is a business, schools and people developer, developing business owners, MDs, CEOs, Partners, Headteachers, Deputy Headteachers and Senior Leadership teams resulting in a more efficient and customer-focused organisation, decreasing costs, increasing profit and retaining more customers.

Stewart has managed organisations at the highest level for over 15 years. He is a regular speaker on networking, successful pitching, successful networking, selling more with little effort and no cost and presenting to be remembered as well as other management and motivational topics. He is also a published author.