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DRIVING CHANGE

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INTRODUCTION

- Introduction
- Transparency Regulations and background
- Recommendations
- The Consumers View
- The good news
- How we use this to help your clients
- How you can compete with giants in the market place – what are their weaknesses.

INTRODUCTION

Who am I?

- Originally destined for a career in science, but change of heart after a successful sales job during gap year.
- 15 years experience in the legal property sector.
- Previous Sales Director of Poweredbypie group managing £8million direct client sales.
- Various roles from Office Manager, Product development to Sales Director.
- Winner of Sales Director of the year 2018 Venus Awards.
- Tech and Growth Consultant to Law firms and Founder of Movelink

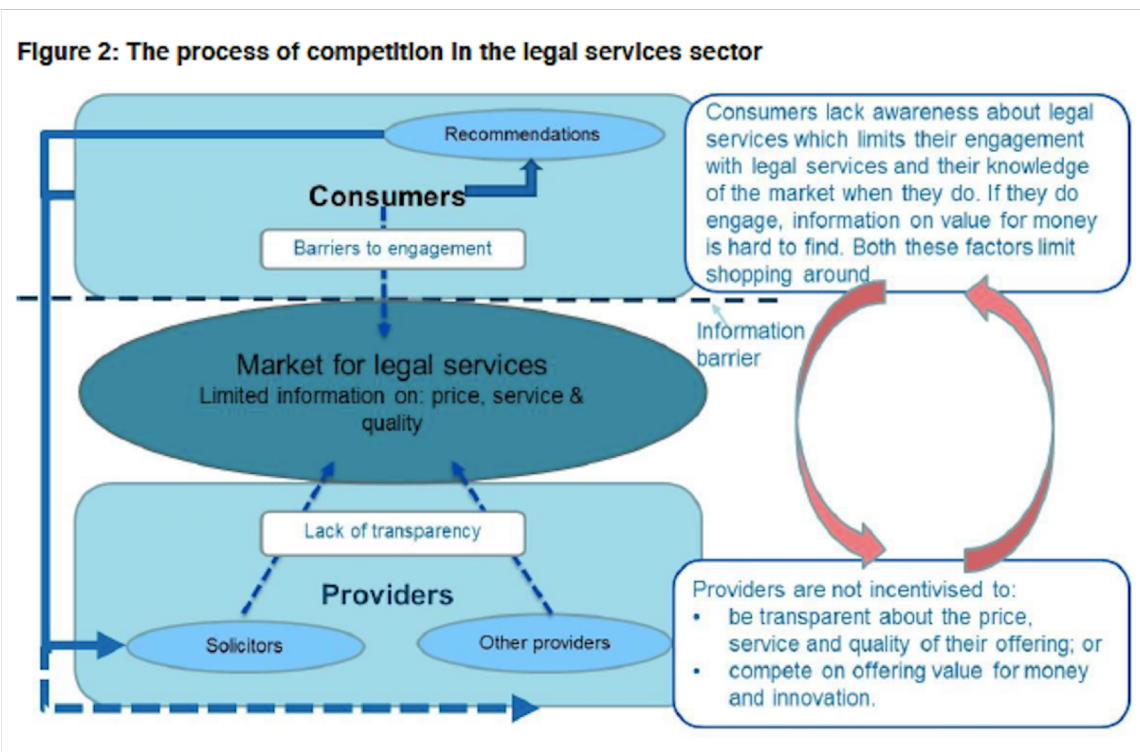
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CMA 60S SUMMARY?

- CMA Launched a market study Jan 2016
- Legal Services not working well
- Consumers Lack experience and information to engage with legal services providers
- Cannot make informed choices

THE ISSUE

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CMA RECOMMENDATIONS

With help from industry regulators...

- Lawyers will be required to publish prices on their website, to increase transparency of fees.
- Lawyers will be encouraged to engage with reviews and ratings.
- Lawyers will be required to ensure first time customers can be confident they have the right information.
- CMA have recommended that the government reviews whether customers of unauthorised providers have sufficient access to redress
- Overall aim is to ensure regulation encourages competition and innovation.

IN SUMMARY

The CMA recommends that the regulators develop new minimum standards for disclosures of;

- Price
- Service
- Redress
- Regulatory Status

And require providers to adhere to them.

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WHAT DO THE REGULATORS SAY?

SRA SURVEY – JAN 2018





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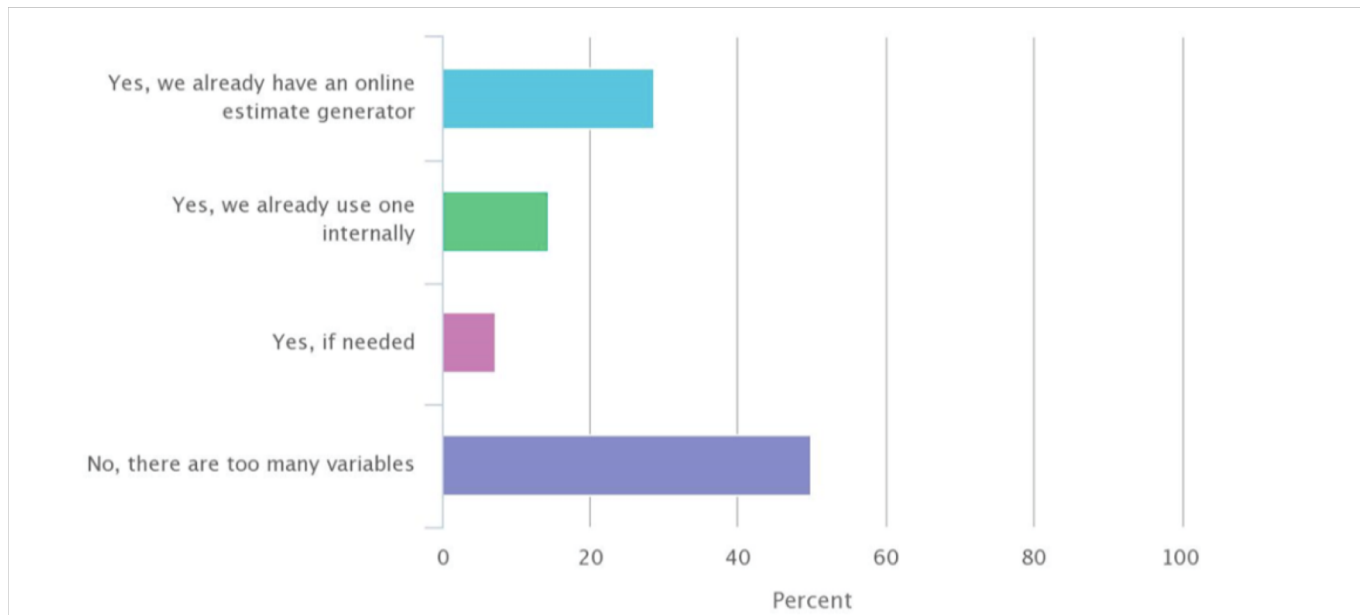
The CLC is determined to take any and all steps that it believes to be appropriate and effective to empower consumers and to continue to foster competition and innovation in the delivery of the legal services we regulate. Our streamlined governance arrangements and complete independence mean that this may be easier for us than for other regulators.

Our discussions with stakeholders and other members of the conveyancing and wider legal services community lead us to believe that private sector solutions for improving the availability and comparability of information on price and service will emerge. So we hope that regulatory action can be limited to setting expectations, monitoring delivery and promoting and supporting compliance.

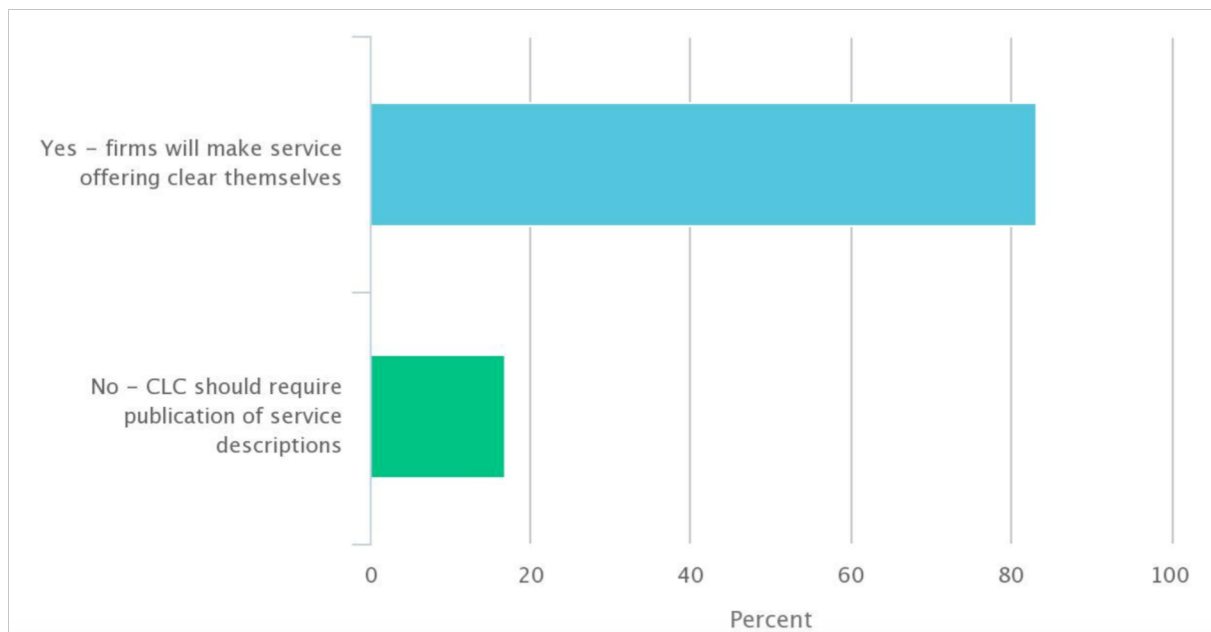
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CLC POLLS- NOV 2017

Could estimates for conveyancing generated automatically be sufficiently accurate?



Will the market ensure that service type information is provided to consumers?



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WHAT THE MEDIA SAYS



**The Law Society
Gazette**

Consumers still in the dark about firms' prices, watchdog claims!

CITY A.M.
—BUSINESS WITH PERSONALITY—

Legal services: It's time to be transparent about pricing

The Guardian

Report tells UK law firms to display their prices for clients

DAILY EXPRESS

WARNING: Legal charges for property buyers are forcing Britons £5,000 over budget

Daily Mail

Law firms accused of rigging the market through lack of transparency

WHAT DOES THE CONSUMER THINK?

According to the 2013 yougov survey...

- 65% of all potential clients will visit your website before instructing your services.
- 34% want some interaction with your website – for example, get an online estimate.
- 5% will make a choice based on price alone.

In comparison with the CLC twitter poll in 2017 when asked “Should conveyancers be required to provide cost estimates via their website?”

66% of the participants said “yes”

WHAT DOES THE CONSUMER THINK?

Legal Services Consumer Panel in 2017 tracker survey;

- Only 6% of consumers could find price information on law firms website.

That's a slight contrast to the approx. 30% of firms that suggested they have an online Estimate generator (CLC survey 2017).

THE PANEL MANAGER

- 35% of conveyancing business comes from a panel manager
- PMs are 20% more expensive
- Most of the conveyancing work done by admin staff
- 19% of work is local to the panel

WHY?

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WHY ARE THEY WINNING SO MUCH BUSINESS?

 **conveyancing**
calculator
1000 leads per week

 **reallymoving**
980,000 estimates in 2017

 **MyHomeMove**
Conveyancing
The UK's largest conveyancer

THE PANEL MANAGER

They make buying easy...

- Provide information to customers quickly and easily.
- Give customers impression of efficiency
- Can easily monitor and improve "sales service" by having access to statistical facts and analysis.

No need to "sell" as making service easier to buy.

CHANGE IS REQUIRED

- When?
- How?
- What do I need to do?

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THE SECRET TO GETTING AHEAD IS GETTING **STARTED**



REGULATORS WANT TO SEE PROGRESS BUT ARE NOT FORCING IT...YET!

- Show willing to respond to guidance
- Speak to experts in the industry who provide solutions
- Try and be the leaders in your field, not the followers
- Learn some lessons about what works well now, whilst there is still time.

THE GOOD NEWS IS...

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- Publication rules are not aimed at requiring firms to adopt certain pricing models: they focus on being transparent as to how services are priced and giving clients a good upfront indication of the cost of services.
- The rules are minimum requirements and firms may add further information if they wish
- Making changes **will** create more **opportunity**.
- Increasing availability of information **will** increase customer interest.
- Making these changes **will** improve compliance and certain tools will increase business insight.

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**HOW DOES THIS HELP MY
BUSINESS ?**

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YOUR CLIENTS NEED SUPPORT

Challenging and Evolving the way Law firms work.



Listen, Support, Work Together.



WORKING TOGETHER...

What happens if you provide your clients with the tools and support that will help them tackle the new transparency guidelines for ALL areas of law?

WORKING TOGETHER...

What happens if you provide your clients with the tools and support that will save the fee earners time?

WORKING TOGETHER...

What happens if you provide your clients with the tools and support that will ultimately help them win more business??

WORKING TOGETHER...

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HOW TO WORK TOGETHER

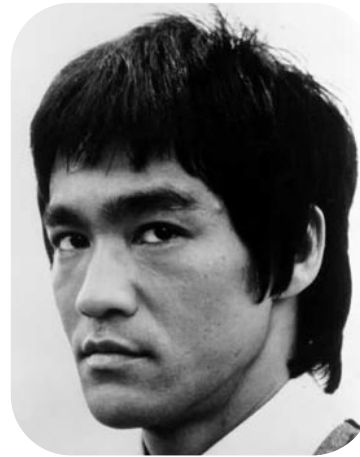


**WHAT MAKES A GOOD ~~S~~LES
PERSON?.....**

**WHAT MAKES A GOOD
BUSINESS
RELATIONSHIP?...**



- Listen / Attitude
- Empathy
- Likeable/charisma
- Focused
- Knowledge
- Common Goal



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Knowledge will gain you power, but your character gains you respect.....

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SALES THROUGH SERVICE.....

Customers expect service that leaves them satisfied, if not delighted, with their purchase

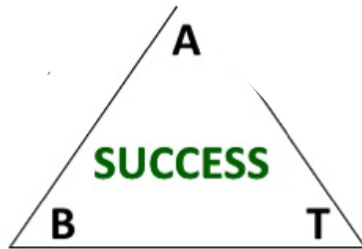
dyson

John Lewis

O₂

amazon

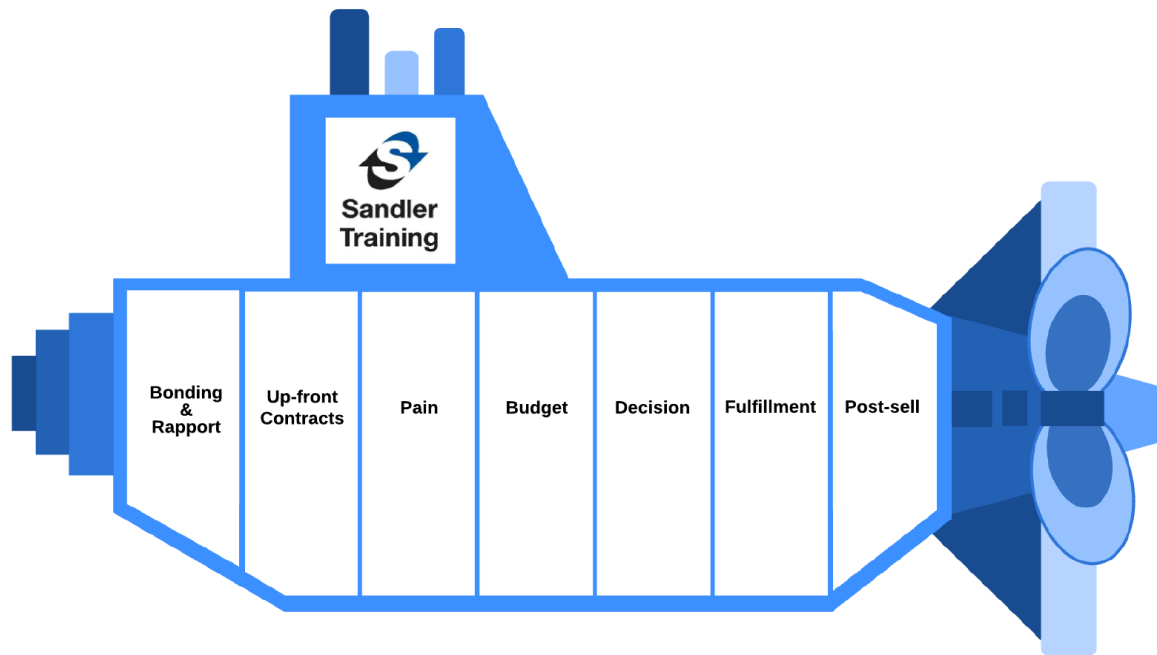
THE SUCCESS TRIANGLE- BAT



- **Attitude** is the top point of the success triangle. Your Attitude drives EVERYTHING. People will only perform in a manner that is consistent with how they see themselves conceptually.
- **Behavior.** Without behavior nothing happens. New customers don't just knock on your door, you have to actively engage with them.
- **Technique.** Success is determined by how well you perform in front of prospects. Using a consistent approach to qualify prospects and efficiently move through the buying process will improve your performance.

SANDLER SALES SUBMARINE

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Please take the time to research Sandler Training, it really has changed my life and increased my success. The image to the left is an example of a Sander Sales Theory.

Submarines run silent and run deep – they are stealthy and everything happens under the surface.

Battleships make their presence known – they advertise their intentions, they are noisy, and everyone sees what is happening.

YOU ARE LIKE A SAILOR OF A SUBMARINE BECAUSE?

You can sink Battleships!....

- You must work a specific plan, consistently, with no deviations.
- You must secure each area of the sale before moving to the next. You cannot go back and risk sinking the sale.
- You must make decisions based on objective criteria – not emotion.
- It takes discipline, vitality, and guts to do what has to be done, when it has to be done.

WHY DO YOU NOW HAVE THE ADVANTAGE.....?

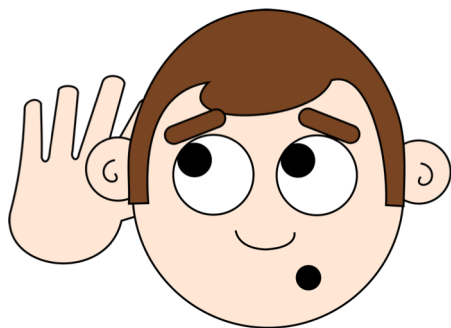
Everyone wants to be SAAS



- Mergers have made competitors weak.
- Their ambition to become software companies means fees will be going up.
- There is now no founding knowledge left.
- Service levels have slipped, and customers have become a second thought.
- The SAAS model doesn't work well with lawyers as its all about subscription fees and not about adoption and added value.

WHAT DO MY CLIENTS WANT.....?

Stop, Look, Listen!



- Proper help with changes in regulation (current Transparency rules).
- More work?
- Support for their staff/training?
- Good service?
- Someone who cares about their business and adds value.

HOW DO I DELIVER...?

Choose some good partners



- Work with independent software companies that are able to support you and your clients.
- Work with partners that are prepared to help you implement their products to help you win more work.
- Work with companies that need your services to help them win more work.
- Work with other like minded businesses that are prepared to work with you towards the same common goal.

THANK YOU FOR LISTENING

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