

# *Primerus*

## *"Effective Networking for Primerus Lawyers"*

**Webinar**

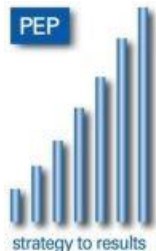
**Tuesday June 11<sup>th</sup> 2013, at 1:30 pm US Eastern**

*Presented by*

**Pippa Blakemore, BSc, PGCE**

**The PEP Partnership LLP**

**England**



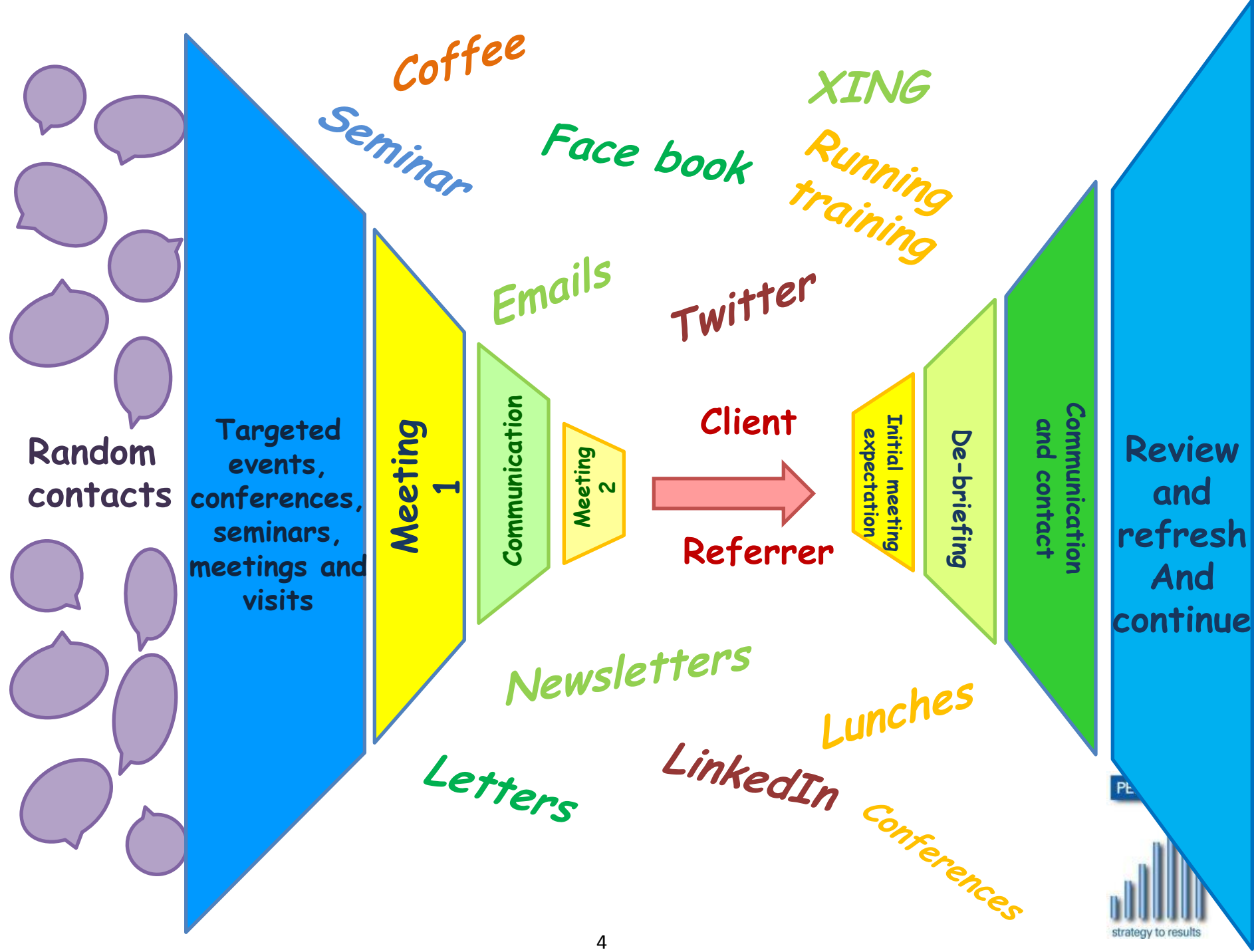
# Today's Panelists:

- James Whalen - Lipe Lyons Murphy Nahrstadt & Pontikis, Ltd. (Chicago, IL)
  - Primerus Defense Institute (PDI)
- Emily Campbell - Dunlap Coddling (Oklahoma City, OK)
  - Primerus Business Law Institute (PBLI)
- Ray Steadmon - Lane & Lane (Chicago, IL)
  - Primerus Consumer Law Institute (PCLI)

# Networking for Primerus lawyers and attorneys:

## Building relationships:

1. With each other in Primerus
2. Between Primerus and potential clients and referrers
3. Between yourselves and your firm and your potential clients and referrers



# Networking is building relationships:

1. Being interest - **ed**
2. Being interest - **ing**
3. Looking for ways to help

# Networking for Primerus Lawyers and Attorneys

**P-I-F**

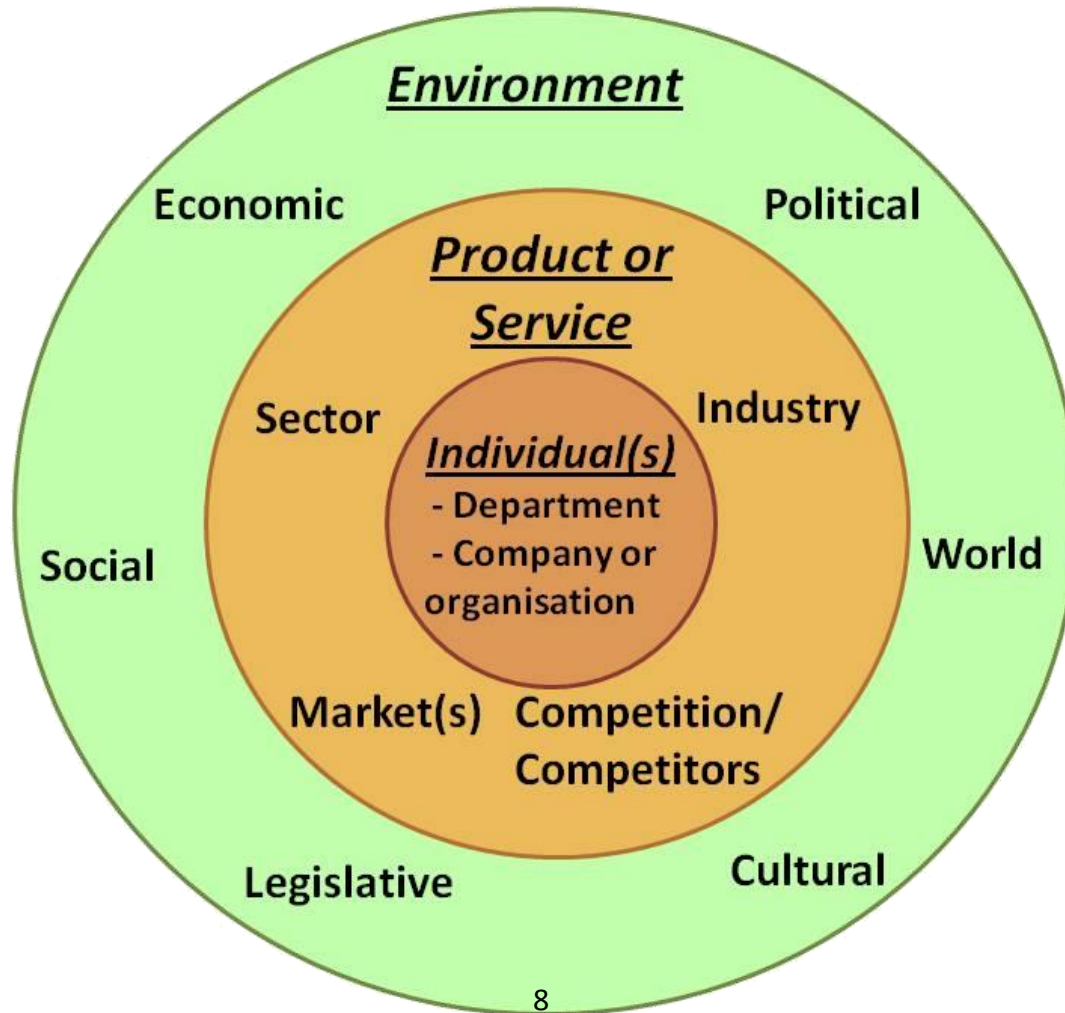
**Step 1 - Plan**

**Step 2 - Implementation**

**Step 3 - Follow-up**

# Step 1 - Plan

# Research required on contacts, clients and referrers - who may be at event





# Practical 1: Helping each other in Primerus

Think of three words to  
“trigger” another lawyer or  
attorney in Primerus to think  
about you.

Write these down.

# So for example:

When introducing yourselves on these calls in future, you could mention a buzz word or short phrase, to help people remember you and your practice

# Rather than:

“Not our type of work ...”

“Not my expertise ...”

“Not our jurisdiction ...”

# Think

“Who in Primerus can help?”

“Who in Primerus has helped me?”

# For example

- “Disneyland”
- “Mexico customs”
- “Florida”
- “Expanding to US”
- “Asbestos”
- “Bars”
- “Pubs”
- “Liquor stores”

# For example

- “Patents”
- “Istanbul energy”
- “Distributors”
- “Expanding a franchise”
- “Buying a hotel chain”
- “Selling off chains”
- “Litigation in UK/EU”

# Employment

- **Bonuses**
- **Redundancies**
- **Tribunals**
- **Discrimination (For example: sex, age)**
- **Contracts and contract negotiations**
- **Compensation arrangements**
- **Golden parachutes**
- **Unions**
- **Senior management**

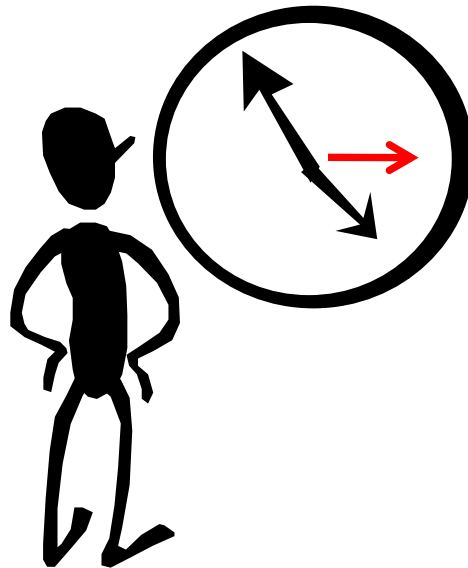
# Practical 1: Helping each other in Primerus

Think of three words to  
“trigger” another lawyer or  
attorney in Primerus to think  
about you.

Write these down.

People make judgments about  
you in:

15 seconds

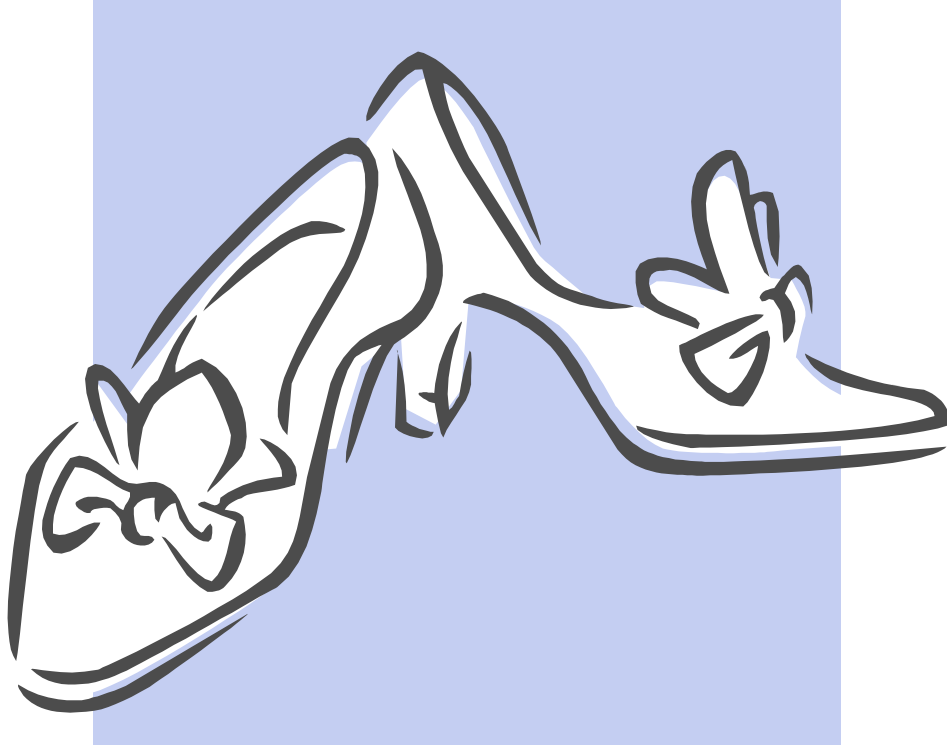




# Are your shoes clean?



# Are your shoes clean?



# Badges as a demonstration of the service you provide



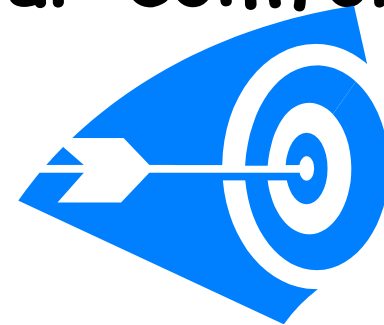
# Badges as a demonstration of the service you provide



# Set yourself SMART targets

Simple; Measurable; Achievable;  
Results; Time bound

1. Meet 5 new people
2. Meet 5 people you know
3. Push yourself out of your comfort zone
4. Arrive early
5. Stay late



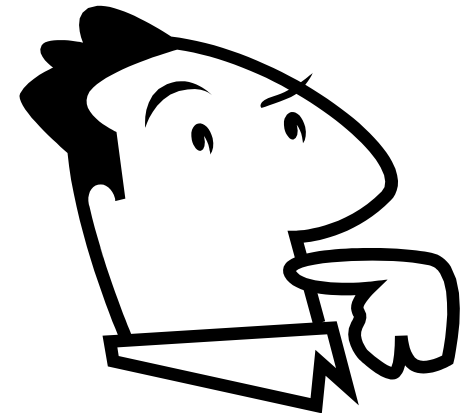
# Step 2 - Implementation

# Who wants to talk to you?



# How to remember peoples' names

- Fight or flight or freeze
- Looks like a celebrity
- Rhyme the name
- Similar to a friend
- Repeat 3 times
- Ask within 2 minutes
- Read from business card





# What to say after you have said hello

- Prepare and practise questions
- Ask “open” questions
- Listen and respond



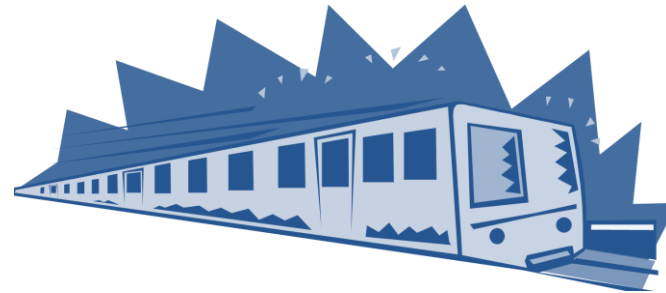
# Use open questions to encourage people to talk

- Who?
- What?
- Where?
- When?
- How?
- How much?
- Why?
- “How's things?”



# Ask ice-breaker open questions at first

- Sport
- Transport
- Work
- News
- Sport
- Holidays
- Weather



# Ask well-informed questions

- Business
- Markets
- Economy
- World events
- If that's what people want to talk about



# Business cards

- Ask first
- Look at it, read it, make a positive comment
- Hand over yours when asked, according to cultural requirements
- The right way up - easy to read
- Do not write on another person's card
- Carry a handbag with two pockets

**What do you say  
when somebody  
asks you what you  
do?**

# Practical 2: Write a 12 word summary of what Primerus does for your clients and referrers

- You may need several of these for different occasions when meeting different people from different industries and sectors and jurisdictions
- For example: "I am a lawyer and I do M&A" may have less impact than
- "I reduce the risk for my clients on any businesses they buy. " (12 words)

"Primerus makes the world smaller - essential for globally expanding companies"

# How to leave a boring person

- “Who would you like to meet?”
- “Who shall we meet?”
- “Shall we get a drink?”
- “You were talking about...”
- “I do not want to monopolise you.”



# Find a Hook

## Hook

Common interest

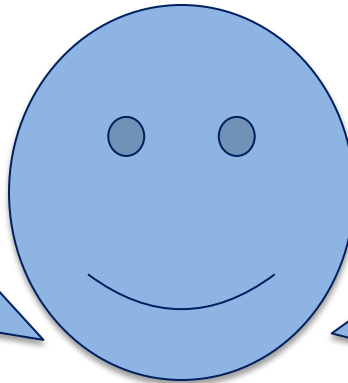
A reason to keep in touch

Can be work, hobby, travel, family

What you talked about

# Make a Commitment

"I will email you a link to the website..."



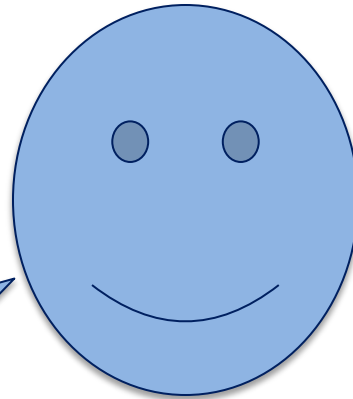
"I will send you a copy of the article..."

"I will telephone you next week to arrange..."

# Gain Permission

"Is that ok?"

"How would that suit you?"



"How does that sound?"

# Step 3

# Follow-up

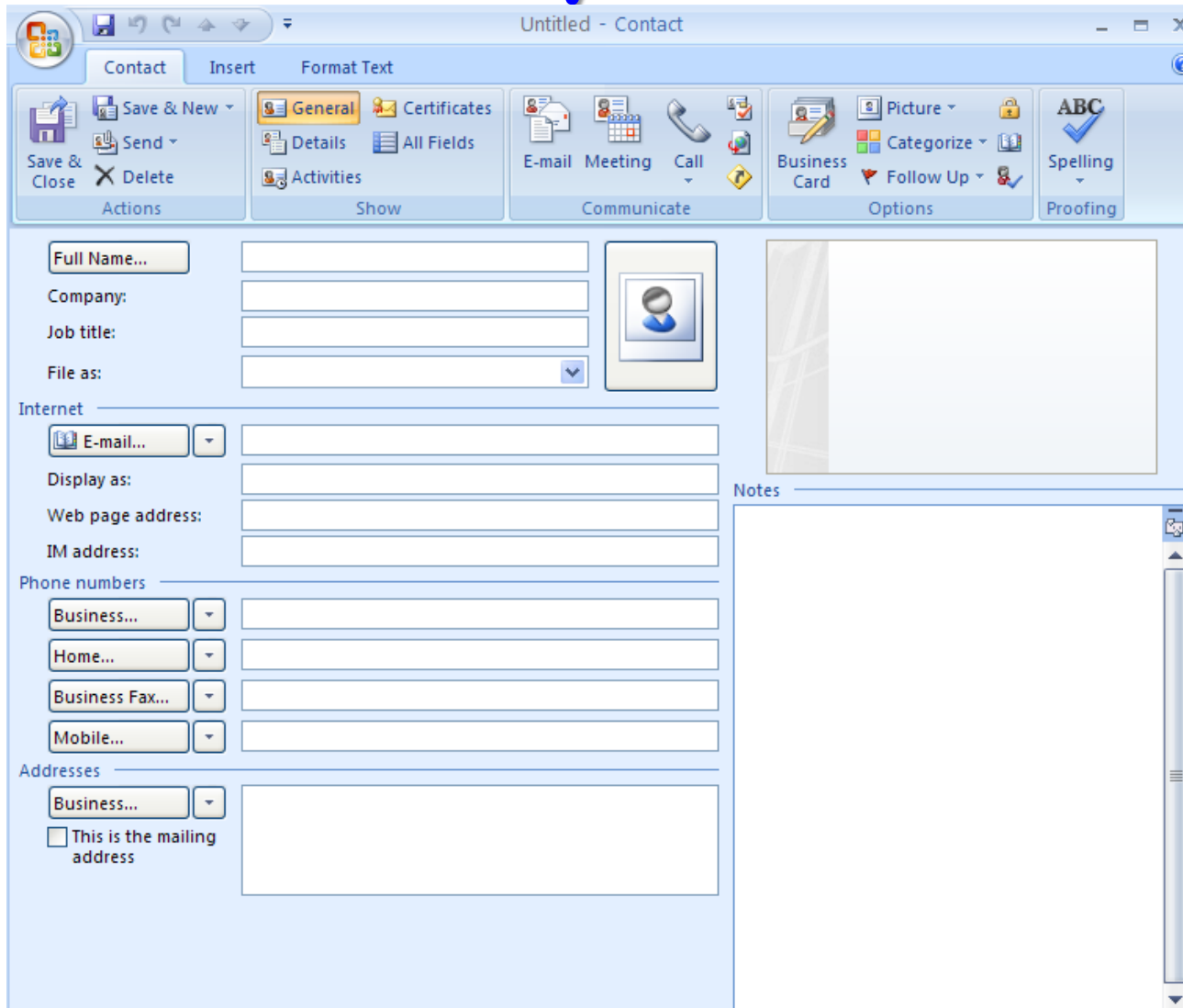
# Write information on business cards afterwards

- Write on back a.s.a.p.
- Include:
  - Date you met
  - Event and location
  - What the person looked like
  - What you talked about - key interests
  - Any commitments you made

# Keep record of what people tell you

Name of person	Date of last contact	Content of discussion	Action arising	Date to follow-up

# Keep record of what people tell you



The image shows a screenshot of the Microsoft Outlook contact form. The window title is "Untitled - Contact". The ribbon includes "Contact", "Insert", and "Format Text". The "Contact" ribbon has several groups: "Actions" (Save & New, Send, Delete), "Show" (General, Certificates, Details, All Fields, Activities), "Communicate" (E-mail, Meeting, Call), "Options" (Business Card, Picture, Categorize, Follow Up), and "Proofing" (Spelling). The form fields are organized into sections: "Full Name...", "Company:", "Job title:", "File as:", "Internet" (E-mail..., Display as, Web page address, IM address), "Phone numbers" (Business..., Home..., Business Fax..., Mobile...), and "Addresses" (Business..., This is the mailing address). A "Notes" section is on the right. A placeholder for a profile picture is visible.

# Personalise all communication

With whom  
are you  
communicating?

What do they  
want to read/  
hear/ see?

Generate  
curiosity and  
satisfy need

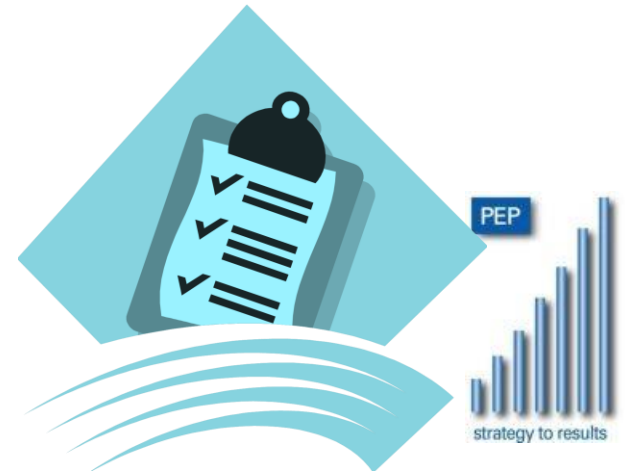
How?

Only for them  
and only from  
you



# Action plan for structured and personal follow-up

1. Create a menu of options
2. Remember everything people tell you
3. Diarise commitments immediately



# Make time

- 15 minutes a day
  - = 1.25 hours a week
  - = 60 hours per 48 week year
  - = nearly two weeks per year
- Set time aside when it works best for you
- A little and often

Please do contact Pippa with any questions on:

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