

HOW TO...

SELL LEGAL FILING

An emphasis on quality

NICK PARRY,
DIRECTOR OF MARKETING,
TOLLIT AND HARVEY LTD



When we talk about legal filing we really mean legal and professional filing. This involves a significantly better quality of product more suited to the continual rigorous demands required by users – typically these are solicitors, accountants and insurance brokers building up case or client notes but many more professional occupations need good quality active filing solutions to ensure that important documents are filed safely and easy to access.

A consistent choice of colour is all important, in preferably a variety of pastel shades as they provide the opportunity for colour coding and are also very easy to write on clearly. This helps with quick identification saving valuable time.

When selling legal and professional filing you need to know that you are working with products that are fit for the purpose, these are usually charged back to the client so the cost is not always the biggest factor.

Probably most critical is to have the stock available to meet the demand; it is essential that customers are supplied on time and any delivery promises adhered to. The quality of the raw materials used in the manufacture is also key to your success so be careful that you work with the right products and ensure that these discerning customers get what they need.

You should make the effort to understand your market and a quick look through the *Yellow Pages* or local business directory will give you a list of potentials to go for, most professional organisations advertise in these freely available publications so they should provide a cost effective and robust source for

new contacts. This will help you to assess the potential in your area; there may well be many opportunities for you to grow your business with other products too.

Compile a list of relevant legal and professional filing products that you have available to you along with their features and benefits. Prepare your campaign and start the communication process, this can either be by cold calling in person, mailing or via the telephone to arrange a follow up meeting. The important thing is to get a sample in front of your prospects as early as possible so that they can appreciate the quality and understand the importance of buying the right product for the job. Obviously, having the right product is just part of the process, you will need to negotiate the deal based on the annual usage and size of the opportunity, but being confident about what you are selling in the knowledge that it is continually available to the same quality and colour consistency will give you a head start. ■

TOP TIPS

>> 1.

IF YOU ARE THINKING OF SELLING LEGAL FILING, THINK 'LEGAL AND PROFESSIONAL' AS IT GIVES YOU A MUCH BROADER MARKETPLACE TO GO FOR

>> 2.

WHEN SELECTING THE PRODUCTS TO OFFER YOUR CUSTOMERS LOOK FOR GOOD QUALITY, COLOUR CONSISTENCY AND ENSURE THAT THEY ARE READILY AVAILABLE

>> 3.

UNDERSTAND YOUR MARKET WELL, RESEARCH YOUR LOCAL DIRECTORIES, COMPILE A LIST OF TARGETS AND GET A SAMPLE IN FRONT OF THEM