



# SALES CYCLE FOR LAW FIRMS FROM LEAD TO LOYAL CLIENT



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## AWARENESS STAGE

### ATTRACTING PROSPECTIVE CLIENTS

Objective: Increase visibility and reach new clients

Goal: Make your firm known as a trusted authority in your practice area.

Tactics:

- Content marketing (blogs, webinars, videos)
- Social media engagement and local SEO
- Networking events and speaking engagements



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## INTEREST STAGE

### ATTRACTING PROSPECTIVE CLIENTS

Objective: Educate prospects about your services & expertise

Goal: Build credibility and keep prospects engaged with valuable information.

Tactics:

- Offer free consultations to address initial questions
- Publish case studies, client testimonials, or FAQs
- Send newsletters with relevant legal insights



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## EVALUATION STAGE

### DEMONSTRATING VALUE

Objective: Show why your firm is the best choice

Goal: Position your firm as the solution to the client's legal needs.

Tactics:

- Provide detailed service breakdowns (e.g., process for divorce cases, defense strategy for criminal cases)
- Offer testimonials or success stories for similar cases
- Conduct personalized follow-ups to answer questions



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## DECISION STAGE

### SECURING THE CLIENT RELATIONSHIP

Objective: Convert prospects into clients

Goal: Close the deal with a clear path forward for the client.

Tactics:

- Offer a clear retainer agreement that outlines services and costs
- Address any final concerns or objections
- Provide a straightforward onboarding process to make clients feel confident



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## RETENTION STAGE

### BUILDING CLIENT LOYALTY

Objective: Maintain client satisfaction and encourage referrals

Goal: Foster trust and encourage positive reviews and referrals.

Tactics:

- Regular updates on case progress and outcomes
- Post-case check-ins to ensure client satisfaction
- Offer ongoing legal resources or invitations to future events

