

**5 COMMON MISTAKES
LAWYERS MAKE HANDLING
NEW CLIENT CALLS
AFTER NORMAL HOURS
(and how to avoid them)**

You spend thousands of dollars each year to try to make your phones ring with new callers who want to hire you and your law firm. Yet many lawyers do not effectively capture and convert these calls after they close their office doors and go home for the day. Evenings, weekends and holidays go without any effective system for getting potential new client calls converted. Below are the 5 most common mistakes we see lawyers **consistently make**. God only knows how many dollars you have lost as a result of these common mistakes.

Common Mistake # 1

You do nothing. In other words the phone just keeps ringing until the new caller gives up and calls the next lawyer who has some system for taking these new callers.

Common Mistake # 2

You use an answering machine or voice mail from your automated phone system. No live voice. People who call after hours are usually upset, scared or confused and want to talk to a live voice, not a machine. These callers usually hang up and go down the list and keep calling until they get a live person. Ouch! Wonder if a six or seven figure case has ever done that after calling you!

Common Mistake # 3

You as a lawyer think you are smarter than the above lawyers and use an answering machine service. What you have failed to understand is that the answering service personnel are not trained to know a great case from a flea bitten dog of a case. They only know how to take a name and number. So impersonal, so unempathetic. Is this what you want your new caller to hear, a cold, next number please, receptionist? Remember, this is the new caller's first impression of your law firm and how you plan to treat them and their case.

Common Mistake # 4

Injury lawyers fail to create a system or procedure to ensure a large case is handled in a prompt manner so they don't miss converting the after hour caller. If you are going to spend your hard earned dollars to get the phone to ring, you definitely don't want to make the mistake of failing to have a system to convert these larger cases into clients.

Common Mistake # 5

Believing you can wait until the next day to convert the new caller into a new client. If you think you are the only lawyer the new prospective client will call, you are living in La-La Land! As stated earlier, most people who call after hours are looking for someone to talk to, someone to comfort them, and assure them that their problem can be handled. They will keep searching for someone to give them what they want. Imagine a

million dollar case that you didn't call back until the next day. You subsequently learn that they already have hired your competitor down the street because he had a new caller intake service such as "Client Intake Specialists" who understood the value of the case and patched the call through to a lawyer or paralegal that was designated to be on call if such a situation occurred!

SO WHAT CAN YOU DO TO AVOID THESE COMMON MISTAKES AND AVOID MISSING THE MEGA CASE?

The answer is very simple!

Hire a company like Client Intake Specialists to handle your after hours calls. Some of the benefits of using a service like Client Intake Specialists are:

1. You will never miss another new call
2. Large cases can be patched directly to a designated #
3. You get a very detailed intake so that you can make a quick decision to call back immediately or wait until the next day
4. You don't have to pay salaries and benefits for employees such as holidays, sick time, vacations
5. You set the criteria for what calls you want immediately paged out so that the caller doesn't have a chance to call another law firm
6. You get a larger return on your marketing expenditures

Conclusion

If you are making any of the common mistakes discussed above, you owe it to yourself to at least test a service like Client Intake Specialists. What have you got to lose other than a million dollar case?