

NIXEDONIA

Definition: **Nixedonia** - [ni.khe.'dθʊ.ni.θ.] - Eng. (noun.)
"the joyful condition of anticipated success."

Определение: **Nixedonia** - [Нихедония] - (сущ.)
"радостное состояние ожидаемого успеха."

Pitching - 6

FAB Pitching

NCH 6

«TO FAB»
[verb.] - [fæb]

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NIXEDONIA

Belgrade Chisinau Geneva Kuala Lumpur

Success does not come overnight. It takes more than inspiration but also planning, hard work, and, importantly for easily-distracted lawyers: perseverance. If we do not regularly schedule Business Development into our hectic schedules each week, it most likely won't ever happen. You will always be too busy. You will always have other work to do. We can make a thousand justifications to not do something-especially if we don't want to do it nor are certain how to do it. But remember that billable hours are only our income for today: Business Development hours are our income for tomorrow and all the future days then after. And so, otherwise, the years will pass, and like a leaf upon a stream, snuggled safe within our comfort zone, we will drift along wherever the currents of fate might take us. Unfortunately, it may well not take us where we would like to go! Even if we are fortunate and no rapids or waterfalls dash us and sink our dreams, this passivity is a grave mistake. This comfort in inaction is an illusion. One day we might find that we are stuck in some stagnant backwater, and the way ahead seems lost. Our career journey doesn't have to be like this. Not at all. While the rivers ahead won't always be calm, and we'll definitely be drawn back more than once, we must sail onwards. Yet, we can still enjoy the flow, and control our route. As in the N of the Nixedonia logo, the graph of our progress will nevertheless, despite the inevitable setbacks and disappointments, show a positive trend. We must not be afraid to fail. By learning to swim, we are less likely to go under; we are more likely to reach our destination. We will certainly fail. Again and again. And that is OK. We will learn from that, and try harder. We will sail, not drift. We will succeed in our personal growth, in our wealth, and in our freedom. And finally, along this great journey, we will attain Nixedonia and thereafter reach any shore that we desire. Anywhere...

Almaty
Athens
Bangkok
Barcelona
Belgrade

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Bucharest
Budapest
Cairo
Chisinau

Copenhagen
Dublin
Edinburgh
Frankfurt
Geneva

Helsinki
Hanoi
Istanbul
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Lisbon
Ljubljana
Lusaka
Madrid
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Minsk
Moscow
Podgorica
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Reykjavik

Riga
Sarajevo
Seoul
Singapore
Skopje

Sofia
St. Petersburg
Tallinn
Tel Aviv
Tirana

Valetta
Vienna
Vilnius
Warsaw
Zagreb

"I dwell in possibility."

- Emily Dickinson

FAB Pitching

Perhaps the simplest and yet most effective sales methodology is the **FAB Technique**. It can be used in almost any sales environment, including for legal services. There are many sales methods and techniques available but this is perhaps the best for lawyers when you have a complex service. It is ideal for any situation where the end benefit is not clear or there are multiple features and benefits.

This method can also be used in almost all marketing communications and as part of the entire sales and marketing strategy, not just for **FAB Selling**. For lawyers it can be useful in **Consultative Selling**, when speaking to a prospect or **Current Client**, it can be useful to persuade when discussing services or their firm at **Sales Networking**, or even just over tea with a client – **Tea for Two (T42)**, **Tea for Three (T43)**, and **Tea for Four (T44)**.

FEATURE

A **Feature** is a distinctive attribute or aspect of something. It is easy to understand a **Feature** when we examine a particular product **Feature** example. Lets take a digital camera. It may have many features such as a single lense reflex, 18-135mm zoom lense and be 24 megapixel. If you are into photography these **Features** are well known however if you are new to the market then they require explanation. Most people will be new to your company or product thus for most people they will not know or understand the basic **Features** that you have and why they are important, therefore they need to know the **Benefit**.

A **Feature** of a hypothetical law-firm might be that it has 100 lawyers. (by itself this means little – most people don't get into enough bother to require 100 lawyers simultaneously!)

ADVANTAGE

An **Advantage** is to put something in a favourable or superior position. The **Advantage** helps us understand how we get from the **Feature** to the **Benefit**. One way to think of an **Advantage** is in answering the **"So What?" Question** regarding the **Feature**. So the **Advantage** of a camera having 24 megapixel means that you have a larger number of dots per area meaning you are capturing more of the image. This makes the image sharper and enables you to enlarge the image without losing quality. The **Advantage** of a 35 - 200mm lens is to enable you to zoom in or out using the one lense, enabling good shots to be taken in a variety of situations, thus making the camera more flexible.

An **Advantage** of a hypothetical law-firm with 100 lawyers might be that they have niche specialists in various industries and practices (which smaller law firms can't provide).

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BENEFIT

The **Benefit** is what the **Advantage** gives you. One way to think of this is, again, to answer the **"So What?" Question** regarding the **Advantage**. Lawyers tend to get confused between **Advantages** and **Benefits**. However, we can just do a **"So What?" Chain** to convert a **Feature**, into an **Advantage**, into a **Benefit**. The **Advantage** might be more generally true for anybody, and we try to **Personalize** the **Benefit** a little more.

An example of **FAB** with the camera can be seen below:

(Feature) The 24-megapixel lens means that you have a **(Advantage)** larger number of dots per area meaning you a capturing more of the image, **(Benefit)** enabling you to enlarge the image without losing quality.

As for the hypothetical law firm of 100 lawyers, we could then **FAB** it as follows:

"Our law firm has 100 lawyers meaning that we have specialists in various industry and practice niches, which smaller law firms can't provide, giving you peace of mind that you have the highest quality of legal services from those who really understand your business."

- Saying you are the largest law firm in your jurisdiction means little
- Saying you have 100 lawyers means little, too
- Saying you are a one-stop-shop for legal services is already now **Plain Vanilla**
- You need to show the **FABs** of your **UVPs** (show the Advantages and Benefits that your unique characteristics of firm or services provide – sell your **Competitive Advantages** and **Differentiators**).

So combining **Features**, **Advantages** and **Benefits** provides clearer communication and understanding. It then aids the memory of the prospect because they understand how the **Benefit** is derived. This is especially important for complex legal sales, selling professional services which are not well known or for selling your competitive advantage. It can then be worked into sales presentations, sales scripts and certainly into all marketing communication materials.

If you have any questions, contact me at any time – john@nixedonia.com