

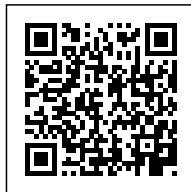
CROSS-SELLING. CAN IT REALLY WORK?

Posted on 29/10/2013



Category: [Uncategorized](#)

Tag: [cat-businessdevelopment](#)



Cross-selling is always identified as a key route to higher revenues and client satisfaction, but few law firms have successfully addressed this challenge. This stimulating online session looks at the typical obstacles in driving cross-selling – and how to overcome them. Moreover it covers the positives for both client and firm.