



# Objection Handler

Quick Reference for Internal Champions

## Addressing Common Concerns

When presenting Coffee & Law to leadership, you may encounter skepticism. Here are ready responses to the most common objections.

### **"Lawyers are too busy for this."**

It's 15 minutes every two weeks - less time than one unproductive meeting. The ROI on a single cross-practice referral far exceeds this modest time investment. Many participants report these chats are the most valuable 15 minutes of their week.

### **"We already have firm events and retreats."**

Events are great for visibility, but research shows people gravitate toward those they already know. Coffee & Law deliberately creates new connections across practice groups - the relationships that don't form organically at cocktail receptions.

### **"This is just socializing, not business development."**

Relationships precede referrals. Partners don't send work to strangers. The trust built in casual conversation is exactly what enables cross-practice collaboration. Every major client relationship started with a conversation.



## "How do we measure success?"

Coffee & Law provides built-in analytics: participation rates, network density (who's connected to whom), and self-reported collaboration. Over time, you can correlate program activity with cross-practice origination credits. Many firms also run periodic surveys to capture qualitative feedback.

## "We tried something like this before and it fizzled."

Manual networking programs fail because someone has to organize them continuously. Coffee & Law fully automates matching, scheduling nudges, and tracking - it runs itself. There's no coordinator burnout, no spreadsheet management, no forgotten pairings.

## "Partners won't participate."

Start with associates and counsel. Once junior lawyers are connected and collaborating, partners notice the energy. Alternatively, run a pilot with one practice group that's already bought in - success stories spread. Some firms also make participation opt-out rather than opt-in.

## "What does it cost?"

€1 per matched lawyer per roulette round. Only pay for actual participation. No implementation fees, no seat licenses, no long-term contracts. A single cross-sold matter covers years of the program. The question isn't whether you can afford it - it's whether you can afford not to build these connections.

### Pro Tip:

Don't argue - acknowledge and redirect. "That's a fair concern. Here's what other firms have found..." positions you as helpful rather than defensive.











