



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.

