

Play to Win

[**Be Enthusiastic**](http://www.attorneyatwork.com/get-more-legal-clients-be-enthusiastic/)

By [Sally J. Schmidt](http://www.attorneyatwork.com/author/sally-j-schmidt/) | Apr.17.13 | [Communicating](http://www.attorneyatwork.com/category/communicating/), [Daily Dispatch](http://www.attorneyatwork.com/category/articles/), [Marketing & Business Development](http://www.attorneyatwork.com/category/marketing-and-business-development/)



Anyone who knows me (or follows me on [Twitter](https://twitter.com/sallyschmidt)) knows that I love sports, particularly my beloved Golden Gophers. So it should come as no surprise that I watched the press conference with our new men’s basketball coach, Richard Pitino. After 40-some minutes, this 30-year-old coach with precisely one year of head coaching experience had won me over.

Was it his appreciation for the University of Minnesota and its facilities? How he handled questions from the media? His promise to run an up-tempo offense? Sure, all of these things factor in. But the real reason I was sold can be boiled down to one word: enthusiasm.

**To Win Over Clients, Show Some Passion**

Enthusiasm must be genuine. No one likes rah-rah, phony, car-salesman enthusiasm. But I assure you, a little more passion will go a long way in helping you develop business because it conveys both interest and confidence.

There are many instances where you can demonstrate excitement about your work. It’s important to put these words into your own style—be authentic, as people say. Here, though, are some situations where you should demonstrate enthusiasm, with examples of how you might convey it:

* Talking to someone at a cocktail party: “I really enjoy helping business owners figure out the best ways to transfer their businesses and assets to their kids.”
* Discussing a new project with a client: “That kind of issue is something we are so well suited to handle and we would love to help you with it.”
* Looking for opportunities to get more active in an organization: “This industry is so interesting to me and I would enjoy getting more involved. How can I make a contribution?”
* Cross-selling a colleague: “My colleague is remarkable. She literally wrote the book on tax and gets great reviews from our clients.”
* Setting up a meeting with a contact: “I’ve really enjoyed learning about your business. May I come out and talk to you about the things that have made you so successful?”
* Pitching a prospect: “That kind of issue is right up my alley. I would love the chance to help you with it.”

Obviously, young Coach Pitino will need to prove himself on the basketball court in the years to come, much as you will once you secure the business. But your chances of *getting* the business will be much improved if you show some passion and act like you want it.

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