

HOW TO MAKE MORE MONEY WHILST WORKING (SMARTER NOT HARDER)

TUESDAY 9 JUNE 2026 – 14:00 – 17:15

Registration:	13:30
Venue:	Marsham Court Hotel, 3 Russell Cotes Road, Bournemouth BH1 3AB
Parking:	This is at the rear of the hotel (postcode BH1 3AU) and there is no parking charge. On arrival, please inform hotel reception of your car registration number and, when you leave, ask for the exit code to raise the exit barrier. Alternatively, there is parking at Berry Court in St Peter's Road, Central Car Park in Upper Hinton Road or street parking around the hotel.
Cost:	£90 Solicitor Member; Associate Member; Trainees (Solicitor, Cilex & Apprentices) £140 Non-Member of BDLS
Booking Reference:	687
CPD:	3
SRA Competence:	B https://www.sra.org.uk/solicitors/resources/continuing-competence/cpd/competence-statement/

This session is designed to help lawyers and legal teams increase profitability without increasing their hours. Delegates will learn how to price confidently, manage clients more effectively and streamline the way they work so they can deliver high-quality service with less stress and more reward. This session will cover:

✓ Better Pricing Strategies

- Understanding the true value of your expertise
- Moving away from undervaluing fixed fees or hourly rates
- Pricing for outcomes, not effort
- How to have confident fee conversations with clients

✓ Smarter Time Recording

✓ Accurate Estimating & Scoping

- Setting clear boundaries at the outset of a matter

✓ Effective Client Management

- Setting expectations early to avoid firefighting later
- Managing difficult behaviours in a commercially sensible way
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✓ Productivity Techniques That Actually Work

✓ Messaging

- Presenting your services so clients see value rather than cost
- Improving website, email and proposal clarity
- Building trust and authority through subtle language changes

✓ Building Self-Worth in Your Professional Role

- Shifting from “I’m grateful for the work” to “My expertise is worth paying for”
- Handling imposter syndrome around fees
- Developing commercial confidence without feeling “salesy”

✓ Confident, Consistent Billing

Speaker Profile:

This webinar will be presented by **JAY SAHOTA**. Jay studied Law at Cambridge and trained at the prestigious Magic Circle international law firm, Allen & Overy. He spent several years as a litigator in the City, representing high-profile clients such as Ryanair and the Belgian government. With over 22 years of experience as a Solicitor, Jay has worn many hats—fee earner, department head, partner, and senior partner. He has successfully built and grown legal teams and firms, managed staff, taken on key compliance roles (COLP, COFA, etc.) and even acquired and sold firms. This extensive experience has equipped him with a deep understanding of both the legal and business sides of running a law firm. Today, Jay is a mentor, coach, and trainer for lawyers. He supports legal professionals in areas such as:

- Business development and bringing in new work
 - Maximising billing and cash flow
 - Marketing and networking
 - Growth and strategy
 - Client care and compliance
 - Managing people and teams
- ...and much more!



Please book online at: <https://www.bournemouthlaw.com/bournemouth-district-law-society-lectures>

Course Notes: Lecture notes will be emailed to delegates in advance for either printing or accessing via their laptop or alternative device on the day.

Payment for lectures: Please be aware that payment must be received at the office **before** the lecture takes place. Course bookings will only be confirmed upon payment. All payments are to be paid by BACS. No refunds within 7 days of the course.