

Client Development Services for Law Firms

Innovative Services and Programs Designed
To Grow Revenue and Improve Performance



REVENUE WISE

THE SMART WAY TO GROW

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Growing Real Revenue

Areas of Service

Our focus is helping law firms grow real revenue — revenue that comes from new clients and new matters, not from rate increases. We help lawyers, practice groups and ultimately, law firms, become more successful. We do this through a combination of coaching, consulting and training. We can also license our programs, so that your staff can deliver the materials.



When You Work With Us, You Can Expect:

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| <p>Guaranteed Results</p> <p>We design all projects to deliver one thing: Your Results. In fact, the average ROI on our business development programs is 8-to-1.</p> | <p>Flat Fee Pricing</p> <p>You can count on predictable budgets and no surprises.</p> | <p>Excellent Content</p> <p>We develop content exclusively for lawyers. One of our greatest strengths is synthesizing cutting-edge material into bite-sized chunks that can be readily used.</p> | <p>Simplified Approach</p> <p>Lawyers have no time. So, we follow a simple maxim when training or consulting: Make it simple. Make it fast. Make it effective</p> |
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Overview of Client Services

Delighted and loyal clients are your best source of new revenue. Learn how to develop more of them.

The best predictor of long-term success is an increasing number of happy and loyal clients. Loyal clients are less rate sensitive, less inclined to use competitors, and are your best source of revenue growth and referrals.

We can help you develop a program that ensures long-term client loyalty and growth.

Client Development Services

We offer our client development services in one of two ways:

- 1. Individual Services:** Each of services can be purchased separately.
- 2. Comprehensive Program:** Many clients elect to combine several of our individual services into a comprehensive client growth program.

Results You Can Expect

- ✓ Increased revenue.
- ✓ Greater client loyalty and satisfaction.
- ✓ Protection against competitors.
- ✓ Reduced client acquisition costs.
- ✓ Wider and greater use of the firm's services.
- ✓ Increased number of referrals.

Individual Client Development Services

These services can be purchased individually or in combination.

- **Client Interviews.** Interviewing clients is the only way you can know how you are doing, uncover hidden needs, discover opportunities for growth, learn how to improve the client's experience, and deepen loyalty.
- **Measuring Loyalty.** The only way to determine each client's level of loyalty is to regularly measure it.
- **Client Service Teams.** Client service teams should be assembled for large, key clients. Coordinated teams are the best way to ensure that clients receive extraordinary legal work and service from all lawyers working with the client.
- **Transitioning Key Clients.** Losing key clients is costly and unnecessary. We offer a proven, proactive approach, to ensure that clients transition smoothly from one generation to the next.
- **Cross-selling.** Cross-selling is something every firm is keen to implement. To grow revenue, we developed a cross-selling program based on improving client service and meeting unmet needs.

Comprehensive Client Development Program

Many of our clients elect to implement our Comprehensive Client Development Program. This program is sharply focused on helping you to develop long-term, loyal clients that grow in scope and depth.

We have found that great firms place client loyalty at the heart of their business models. They focus considerable effort on “developing clients for life.” They never leave this vital task to chance. Interestingly, 44% of firms surveyed had no comprehensive client development plan or way of tracking client loyalty and satisfaction.

Here is a brief overview of our program steps:

1. Determine objectives.
2. Identify best target clients.
3. Develop “client journey map.”
4. Develop client loyalty and growth plans.
5. Assemble client service teams.
6. Conduct client interviews and implement feedback.
7. Execute loyalty and growth plans.
8. Measure results and make refinements.



What Differentiates Us

These factors differentiate Revenue Wise:

1. **Clear Focus on Revenue Growth.** We never lose sight of the fact that law firms hire us ultimately to help their lawyers and groups grow real revenue - revenue based on new clients and matters - not by rate increases.
2. **Demonstrable Return on Investment.** Clients always earn back significantly more than they invest in our business development programs.
3. **Satisfied & Repeat Clients.** Probably the greatest testimony of our effectiveness is our list of ongoing, satisfied clients. Most firms standardize on our programs and repeat them year-after-year.
4. **Deep Understanding of Law Firms / Broad Base of Experience.** Having worked with law firms for over 25 years, we truly understand how they operate. We know how to produce results within highly politicized environments and navigate the core power structure.
5. **Deep Understanding of How Lawyers Operate.** Our understanding of how lawyers work, allows us to effectively motivate and draw out the best in each lawyer. This understanding translates to deep rapport with all participants, allowing for the effective transfer of our knowledge to everyone involved.
6. **Partnering With In-House Marketing and Professional Development Teams.** Our most successful assignments are where we work closely with the people leading the initiative of the firms' goals. Where practical and wanted, we form close ties to the marketing and business development managers who are working with the lawyers in the program to insure delivery of those goals.
7. **Competency-Based Programs.** What drives new originations is the optimal combination of attitudes, behaviors, and competencies. Our programs are competency based. This means specific skills can be taught, reinforced, and measured.

Other Services

Full Range of Services

Lawyers Services. We help your lawyers become better business developers.

- Business development coaching programs (one-on-one and in groups)
- Business development training (ad hoc or comprehensive)
- Pitch training
- Presentation and public speaking training
- Business development planning programs for lawyers

LinkedIn and Social Media Services. Many consider our LinkedIn for Lawyers program the best available.

- LinkedIn training
- Social media training and consulting
- Content marketing programs

Practice & Industry Group Services. We help your team leaders and members increase revenue, deepen client loyalty, and improve overall team performance.

- Practice group consulting and coaching
- Leadership development
- Planning programs for practice groups
- Group retreats

Client Development Services. We help your firm systematically develop and deepen client loyalty.

- Client loyalty & growth programs
- Client service teams
- Client interviews
- Cross-selling
- Transitioning key clients

Firm Services. We help law firms develop strategies, structures, and plans that measurably grow revenue.

- Innovative strategic planning and new business model design
- Comprehensive revenue growth programs
- Firm retreats
- Legal project management
- Alternative fee programs

Marketing Department Services. We work with marketing leaders and their teams to optimize the performance of their departments.

- Develop marketing and business development strategies
- Structure departments for maximum effectiveness and efficiency
- Design staff roles and responsibilities for maximum effectiveness
- Enhance team communication, effectiveness, and harmony
- Ensure everyone is focused on serving the needs of the lawyers and practice groups
- Assist in the hiring of CMO or Director level positions

Contact Information

Next Steps

If you have questions about our services or would like to find out how we can help with your next project, please give us a call.

Contact David Adams
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