

# Marketing Department Consulting Services

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:

<b>Guaranteed Results</b> We design all projects to deliver one thing: Your Results. In fact, the average ROI on our business development programs is 8-to-1.	<b>Flat Fee Pricing</b> You can count on predictable budgets and no surprises.	<b>Excellent Content</b> 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.	<b>Simplified Approach</b> Lawyers have no time. So, we follow a simple maxim when training or consulting: Make it simple. Make it fast. Make it effective
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# Optimizing Department Performance

## **A well-run marketing team drives firm growth.**

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

## **Optimizing Marketing Department Performance**

A well-run marketing department plays an essential role in a law firm's success. Unfortunately, not all firms appreciate this and don't allocate the resources necessary to optimize performance. When working with firms in this vital area, our overarching goal is to maximize the department's contribution to the firm's growth.

### **Service Overview**

The challenges facing each marketing department are different; thus, we avoid the cookie-cutter approach when recommending solutions to your department's challenges.

Our assignments can include one or more of following services:

#### **Strategy**

- Develop marketing and business development strategy.
- Align firm and department objectives.

#### **Team**

- Assist in the hiring of CMO or Director level positions; including, writing job descriptions and duties, developing interview questions and processes, aiding in selection and working with the search firm.
- Ensure that the right people are in the right roles.
- Design staff roles and responsibilities for maximum effectiveness.
- Enhance team communication, effectiveness, and harmony.

#### **Structure**

- Structuring departments for maximum effectiveness and efficiency.
- Re-design processes to minimize non-value adding work.

## **Service**

- Ensure everyone is focused on serving the needs of the lawyers and practice groups.
- Develop a plan to increase internal client satisfaction.

## **Benefits**

- ✓ Measurable improvement of the team's contribution to firm growth.
- ✓ Increased focus on revenue-producing activities.
- ✓ Strengthening of the team's role in the firm.
- ✓ Improved service to lawyers and groups.
- ✓ Greater team effectiveness and harmony.

# 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.

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