Revenue Wise Services Overview

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:

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

Overview of All Our Services

Lawyer Business Development Services

We help your lawyers become better business developers. Over the past 12 years, we have helped over a thousand lawyers at some of the nation's leading law firms notably grow their originations.

We offer the following services:

- 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. In three short sessions, your lawyers will write and post their profiles, learn how to generate new clients, build their personal brands and grow their networks. We also offer social media and content marketing programs designed to increase visibility, build credibility, and generate new client inquiries.

We offer the following services:

- LinkedIn training
- Content marketing programs
- Twitter training and consulting
- Blog training and consulting

Practice & Industry Group Services

We help your team leaders and members increase revenue, deepen client loyalty, and improve overall team performance. We launch new groups as well as improve the performance of stagnant or declining groups. While each situation is unique, we develop new strategies, come up with practical business development plans, resolve internal/political issues and work with the leaders and the individual lawyers.

We support plan implementation and provide accountability as needed. The services we offer are:

- 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. Improved client loyalty increases short and long-term revenue, protects you from your competitors, and increases your share of your clients' legal budget.

We offer the following services:

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

Consulting Services for Senior Firm Leaders

We help law firms develop strategies, structures, and plans that measurably grow revenue. The traditional law firm business model is sputtering and is under considerable attack from all corners. Those that survive, and ultimately thrive, will get out ahead of the problem and make changes to their firm before it is too late. To improve effectiveness and efficiency, we offer alternative fee programs and help implement legal project management methods. Lastly, we design, facilitate and speak at firm retreats.

We offer the following services:

- 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. 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 overreaching goal is to maximize the department's contribution to the firm's growth.

We offer the following services:

- Develop marketing and business development strategy.
- Align firm and department objectives.
- 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.
- Structuring departments for maximum effectiveness and efficiency.
- Re-design processes to minimize non-value adding work.
- Ensure everyone is focused on serving the needs of the lawyers and practice groups.
- Develop a plan to increase internal client satisfaction.

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.

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

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