

# Law Firm Business Development Model

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	<b>Marketing</b>	<b>Sales</b>	<b>Service</b>
Core message	Awareness Brand	Brand attributes/ Reasons why	Expertise Experience Value
Targets	Suspects	Prospects	Clients
Conversion goal	Suspects to Prospects	Prospects to Clients	Clients to Advocates
Tools	<ul style="list-style-type: none"> <li>▪ Market research</li> <li>▪ Branding</li> <li>▪ Strategic plan</li> <li>▪ Firmwide marketing plan</li> <li>▪ Competitive intelligence</li> <li>▪ Lawyer articles</li> <li>▪ Advertising</li> <li>▪ Brochures</li> <li>▪ Press relations</li> <li>▪ Direct mail/email</li> <li>▪ Client alerts</li> <li>▪ Website</li> <li>▪ Corporate identity</li> <li>▪ Alliances and networks</li> <li>▪ Alumni relations</li> <li>▪ Pricing</li> </ul>	<ul style="list-style-type: none"> <li>▪ Prospect research</li> <li>▪ Community involvement</li> <li>▪ Targeting</li> <li>▪ Sales training</li> <li>▪ Coaching</li> <li>▪ Presentation skills</li> <li>▪ Pitchbook</li> <li>▪ RFP bank</li> <li>▪ CRM software</li> <li>▪ Seminars</li> <li>▪ Speeches</li> <li>▪ Pricing</li> <li>▪ Personality profiling</li> </ul>	<ul style="list-style-type: none"> <li>▪ Referrals</li> <li>▪ Client teams</li> <li>▪ Technology integration</li> <li>▪ Client conferences</li> <li>▪ Annual legal plan</li> <li>▪ Reverse seminars</li> <li>▪ Individual marketing plan</li> <li>▪ Practice marketing plan</li> <li>▪ Client surveys/annual audit</li> <li>▪ Responsiveness</li> <li>▪ Industry knowledge</li> <li>▪ Interpersonal skills training</li> <li>▪ Budget management</li> <li>▪ Cross-marketing</li> <li>▪ Billing</li> </ul>
Lawyer involvement	Low Marketing Partner and/or Committee	Moderate Practice Group Leaders	High Client Relationship Lawyers
Cost	Money (2% of revenues)	Money and time	Time (200 hours/partner)
In-house marketing professionals	Marketing Director Marketing specialists	Sales professional	Service Ombudsman
Outside marketing professionals	<ul style="list-style-type: none"> <li>▪ Strategy consultants</li> <li>▪ Brand developers</li> <li>▪ Advertising experts</li> <li>▪ Web developers</li> <li>▪ Designers</li> <li>▪ Copywriters</li> </ul>	<ul style="list-style-type: none"> <li>▪ Marketing consultants</li> <li>▪ Sales trainers/ coaches</li> <li>▪ Researchers</li> <li>▪ CRM providers</li> <li>▪ Presentation experts</li> </ul>	<ul style="list-style-type: none"> <li>▪ Marketing consultants</li> <li>▪ Skills trainers</li> <li>▪ Clients</li> </ul>
Firm policies	<ul style="list-style-type: none"> <li>▪ Standards and expectations</li> <li>▪ Culture</li> <li>▪ Compensation system</li> </ul>	<ul style="list-style-type: none"> <li>▪ Case acceptance policies</li> <li>▪ Reward system</li> </ul>	<ul style="list-style-type: none"> <li>▪ Practice management</li> <li>▪ Billing and collection policies</li> </ul>