



Top 10 Trends in Law Firm Business Development

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Program Objectives



- Provide a snapshot of the current marketplace for legal services
 - Consistent marketplace buying trends for legal services
 - Common pitfalls attorneys encounter in pursuit of business
- Communicate the Top 10 Trends in Business Development for Law Firms, including:
 - How to reliably pursue and win new business
 - How to distinguish yourself and your firm in a pitch meeting
 - How to retain and expand business once you have it
- Offer a roadmap for potential next steps to implement at your firm

Akina Market Research Findings



- Quality and technical expertise are table stakes.
- Client loyalty is being tested with failure to execute the basics.
- The bar for excellent client service is still very low.
- Clients are punishing cultures of individualism at an accelerated rate.
- Lawyers are pitching with “give me” self interest.
- Firms that sell legal services as a means to the client’s end win.
- Firms that focus on developing SuperFans have more predictability in their business development pipeline.

Top 10 Trends in Law Firm Business Development



1. Convergence and “Lawsulting”
 - Demand for knowledge and experience in business and industry (e.g. industry teams, business counseling)
 - Investment in thought leadership and intellectual capital by trade and industry

2. Platform Selling and the Audition
 - The three S’s (Sophistication, Sincerity, Sensibility) and the three C’s (Care, Camaraderie, Creativity)
 - Discovery meeting to solution meeting – simulating the client experience

3. Rethinking Rates and Billing
 - Increased demand for actual alternatives
 - Work segmentation, value billing, risk mitigation and/or sharing
 - Fee conversations as a relationship building opportunity

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4. The “Yes And” of the Individual and the Team
 - The humility in team excellence
 - Team compatibility – lawyers who like each other

5. Changing the Conversation
 - Innovation, creativity and collaboration
 - Business reviews and feedback dialogues
 - Internal process initiatives (technology, LEAN, etc.)

6. Quantifying Care and Commitment to Help
 - Making proactive investments of non-billable time
 - Unprompted communication
 - Client appreciation

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7. Character and Competence through Communication Protocol
 - Client preferences (email, phone, in person, print)
 - Utilizing scheduled Huddles, status reporting and billing

8. Playing by Procurement's Rules
 - The big stick
 - Creativity to get to an in-person meeting

9. Social Media Mavenhood
 - LinkedIn, blogs, bios
 - From policies to platforms

10. Doing Good and Doing Well
 - Pro bono, service projects, charitable giving
 - Cause marketing

Potential Next Steps



- **The Fundamentals:**

- Authentic relationship building and other-centered problem solving
- Target market analysis and messaging
- The three IN's and Definitive Next Steps
- The Core 4 for preparation
- 3-to-1 leverage through campaign thinking
- Closing through the Six Qualifiers

- **Capitalizing on the Top 10 Trends:**

- Choose a trend that is already a strength in motion and become more intentional
- Have a sober moment with key leaders in evaluation of the trends
- Embrace and expand SuperFans through client experience
- Have courage to pursue and ask for business that you can win



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