



Improving Business Development Performance

Case Study - Discipline

A well-known and long established law firm with 150 attorneys was finding it difficult to capitalize on the many contacts the firm had with clients and prospects. The firm had identified many long standing relationships with important “players” in their market place but had not been able to convert these relationships into new business. Because it was a full service firm, leadership also saw substantial opportunity to increase total revenues and better “cross-serve” clients if it could develop a more disciplined approach to making them aware of other ways the firm could be of value to them.

After a series of workshops attended by approximately forty five partners and senior associates and “Of Counsel” attorneys, the firm launched monthly meetings in each office to identify, track and pursue selected opportunities with clients and prospects. Five to seven attorneys from each office initially participated in the program. They were selected based on their current “inventory” of contacts and, most importantly, on their desire to be part of an ongoing program.

Over the following 18 months, three significant achievements were realized. First, many other attorneys learned about the program in their respective offices and wanted to join the effort to the point where almost half of the firm’s professionals were involved. Second, each office developed a list of opportunities that grew from four or five to more than ten pages. Third, the firm generated more than \$2 million in additional revenues from both present clients and prospects.