



**Why your law firm needs more  
than just good solicitors to compete,  
and what you need to do about it.**

**Bernard Savage**

**Director, Size 10 1/2 Boots**



**Why**

**What**

**How**

**Why**

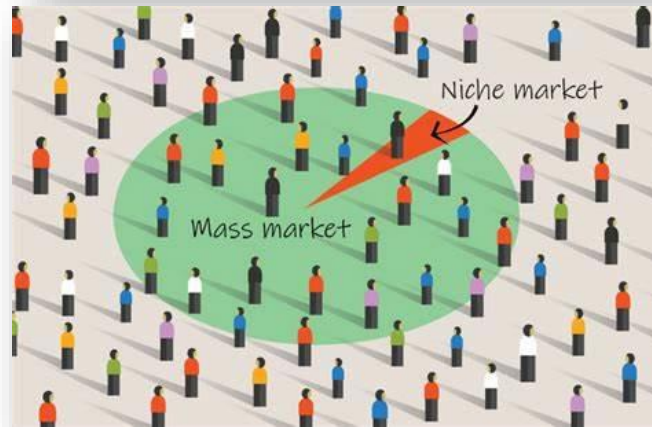


# Law firms today

**More savvy at marketing and BD**

**More focused, e.g. sector specialisation**

**More innovative, e.g. online portals, apps, and embracing AI**



# Business environment

**Increased competition for talent**

**Reality of hybrid working ongoing**

**More emphasis on added value**





**GOODBYE**

## **Buyers behaviour**

**Less loyalty to  
advisors**

**Higher  
expectations of  
client care**

**More rigour in  
buying  
practices**

What



# Marketing and BD

**Upskill all fee  
earners to reduce  
the burden on the  
few**

**Client Development  
strategy is your  
No.1 priority**

**Client Value  
Proposition  
creation  
and roll out**





# People & Culture

**Leadership behaviours**

**Employee Value Proposition**

**Firm values**





## **Business control & measures**

**Business  
planning**

**Balanced  
scorecard**

**'Coffee' plans**



**How**

## Do a business canvas exercise to inform your strategy...

**Your client value proposition (What are you selling? What is your brand promise?)**

**Your employee value proposition (What are you offering employees? What is your firm's values and culture?)**

**Vision/ Purpose/ Success measures (financial and non-financial goals)**

**Target market & client segmentation**

(Who exactly are you selling to? Who is the Ultimate Decision Maker?)

**Key resources**

(i.e. Time, Budget, IT & Systems)

**Credentials**

(Why should someone buy from you? What case studies and testimonials?)

**Key existing relationships**

(Clients, intermediaries & other professional contacts)

**Channels to market**

(e.g. Conferences and events, networking groups, trade press, LinkedIn, special reports, training, telesales etc.)

**Client benefits**

(Address the 'So what?' question of your decision makers)

**Market intelligence**

("Murder wall" forensic approach to identify how /who/ where to build visibility)

**Finance**

**People**

**IT/ Systems/ Operations**

**Clients/ Marketing/ Business development**

# Effective BD is a process.

Follow my 5 B's and the fees will follow.

1. Be  
focused

2. Brand  
your story

3. Be  
visible

4. Build  
trust

5. Build  
loyalty

Who exactly do you want to target?

People, sectors, and niches.

What is your brand promise?

How does this benefit your targets? (i.e. pass the **So what?** test)

How will you communicate this at every touch point?

Where do your targets 'hang out'?

What will you do to **engineer serendipity** so you are seen (across multiple channels - traditional and online)?

How will you follow up contacts?

What is your added value?

Why will targets remember you?

How will you develop closer relationships?

How can you change from a legal provider to a business partner or trusted advisor?

What are you investing in key relationships?



- 1. Use the business canvas template overpage to inform your business strategy**
- 2. Commit to BD training and coaching for key fee earners**
- 3. Create your own coffee plan as part of your Client Development approach**





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**Bernard Savage**



**SIZE 10 $\frac{1}{2}$**   
**BOOTS**