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Accountants, Business & Financial Advisers
A track record of providing solutions to the legal profession

Legal Sector Breakfast Briefing

Hull

14 July 2021



ArmstrongWatson[®]
Accountants, Business & Financial Advisers

Legal Sector Breakfast Briefing

Welcome and introduction

Tom Blandford, Legal Sector Partner
Armstrong Watson

Working with



The Law Society

Legal Sector Breakfast Briefing

10:00	-	Welcome
10:05	-	Briefing
11:00	-	Q & A
11:30	-	Close

Working with



The Law Society



Maximising Client Advocacy & Business Development Effectiveness

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Overall
Business
Success



Higher
Profits

Our Core Philosophy

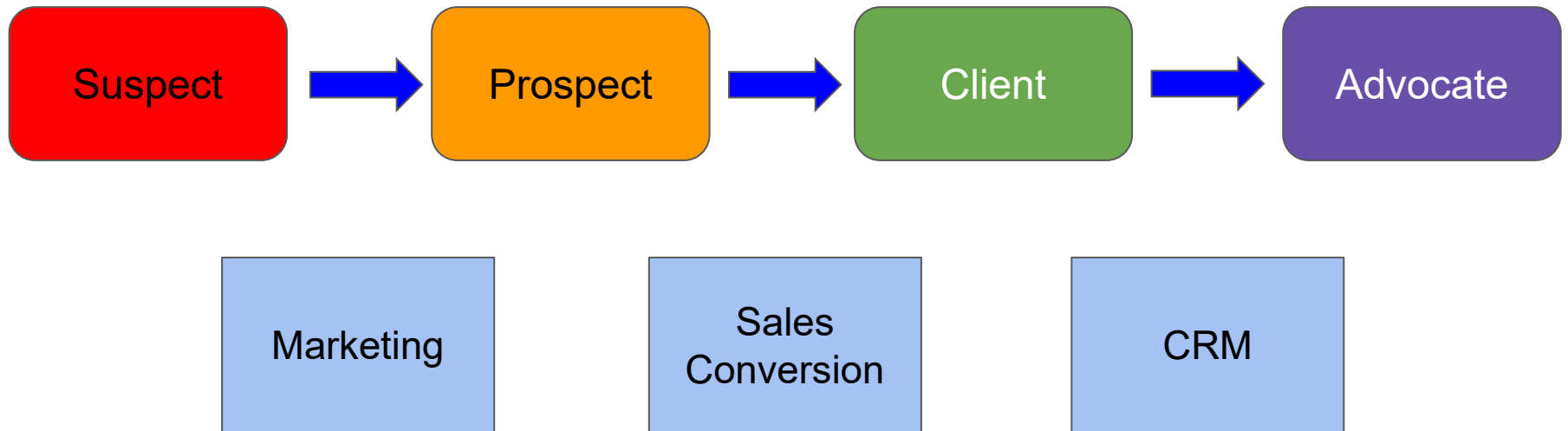


Barriers, Challenges & Opportunities

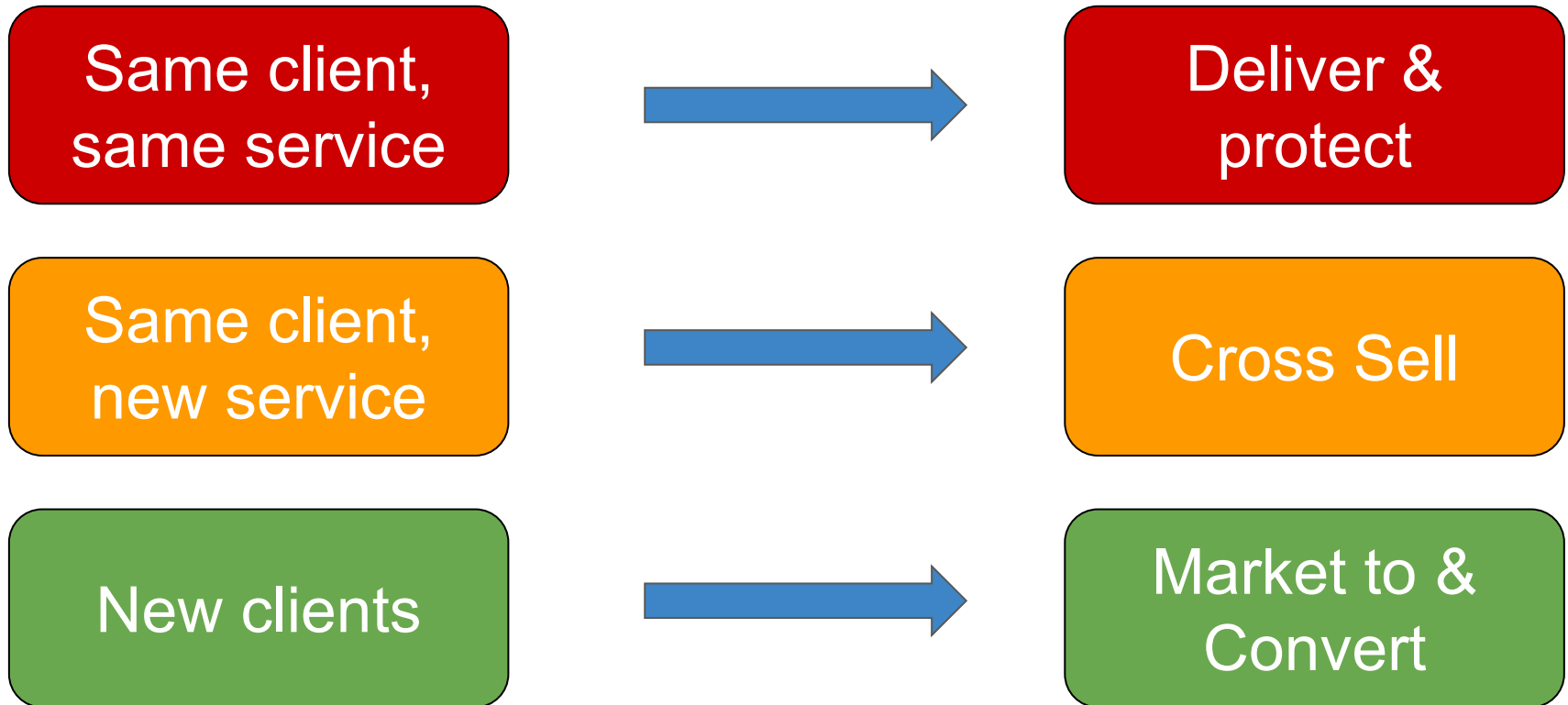
Your Clients?

- Private client - individuals
- Companies & organisations - End Users
- Companies & organisations - In House Legal Teams

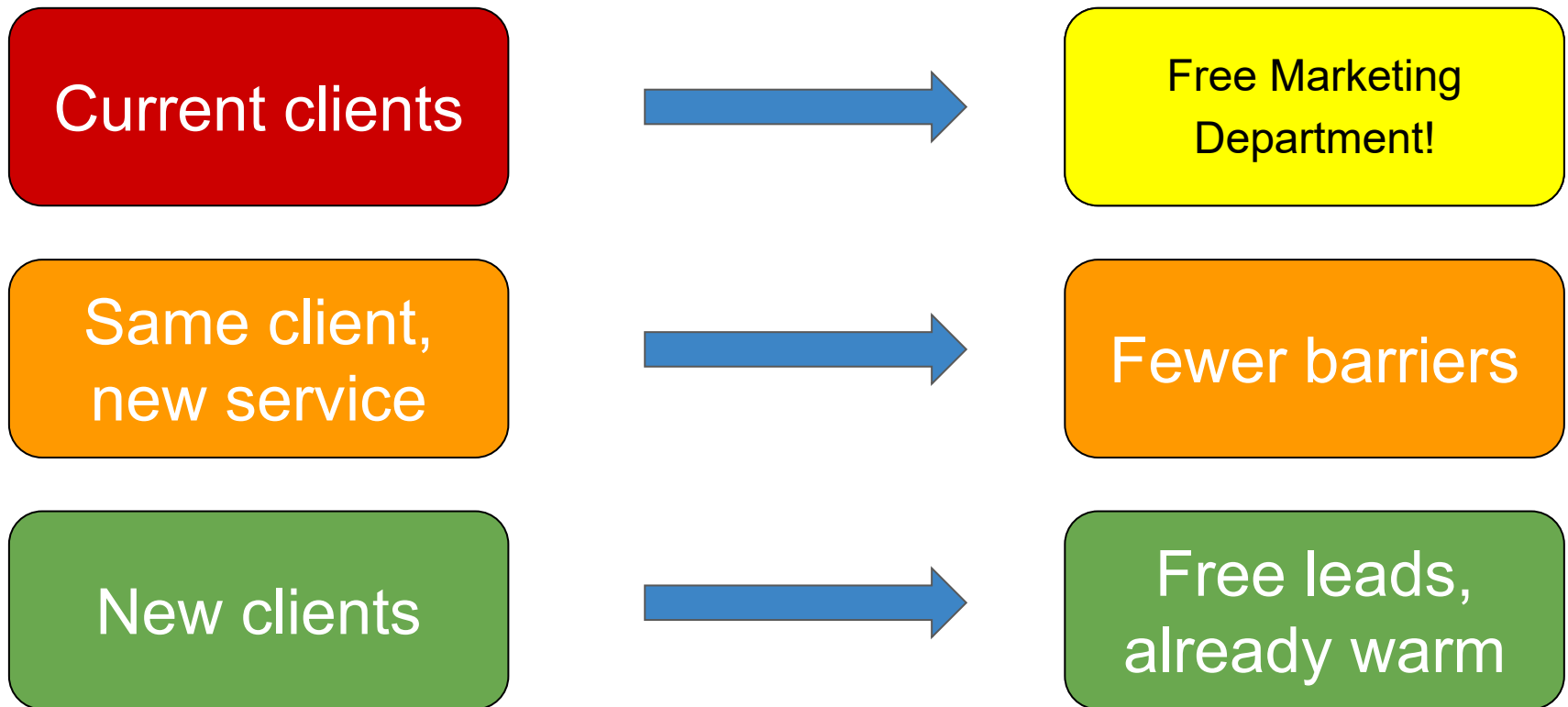
Client Lifecycle



Revenue Streams



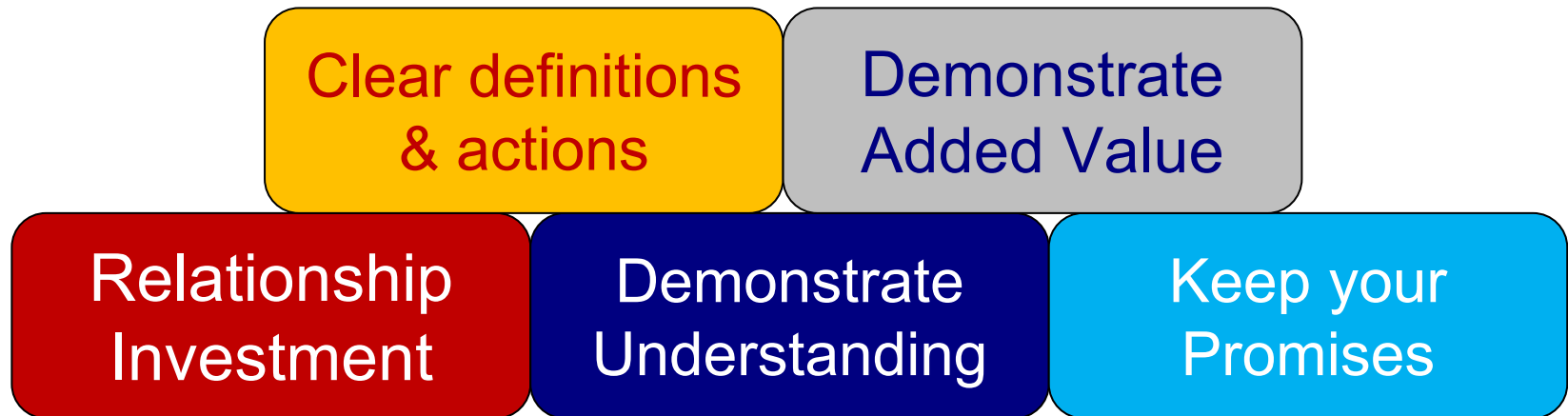
Advocates & Revenue Streams

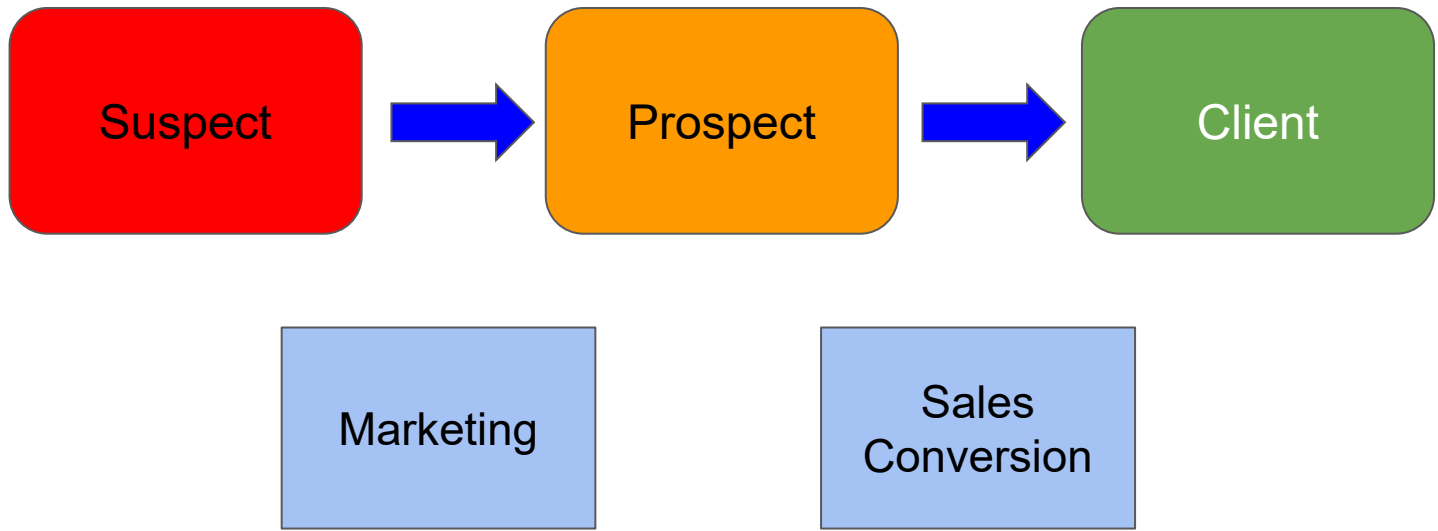


Building Advocacy

- How do we measure advocacy?
- What do we do with the data & insights?
- How to do we actually improve advocacy in our client base?

The Five Pillars of Advocacy





Marketing

- Central or Practice Marketing
- Personal Marketing

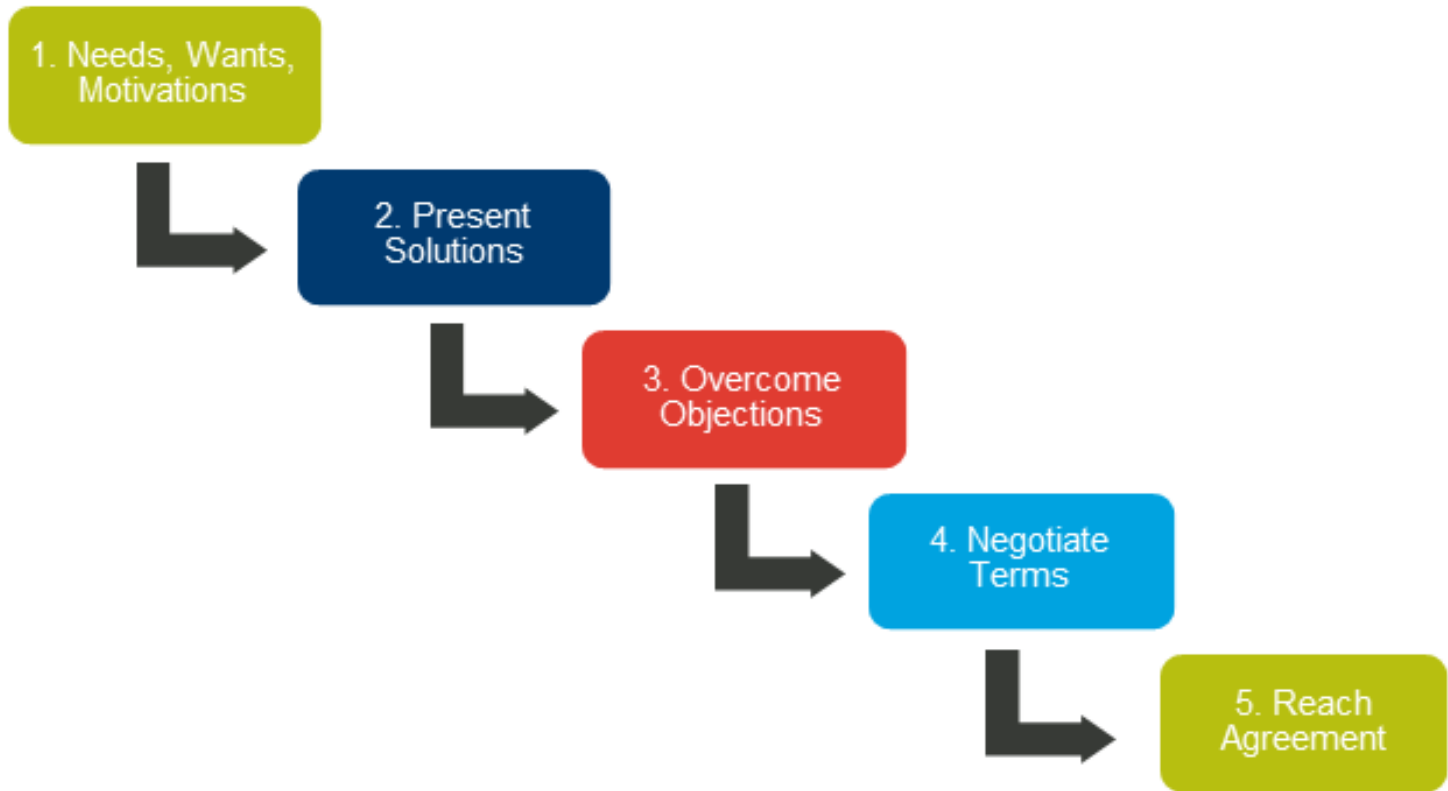
Sales Conversion

What Matters?

Selling?



Influence



The Five Benefits

Money

Time

Status,
Reputation,
Credibility

Take the Bad
Stuff Away

Add the Good
Stuff In

Key reflections and actions...

- How many of your clients are true advocates?
- How effective are you/your firm at each of the 'five pillars'?
- How do you know? If not, why not?!
- What further opportunities might there be for you with existing clients?
- What are the blockers to you/your teams in cross selling?
- How 'in control' are you in your marketing activities?
- How can you improve your conversion when in front of prospects?
- *What one open question will you ask in your next prospect or client meeting?*



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Questions and Conclusion

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