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# Legal Sector Breakfast Briefing

## 26 February 2020

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The Law Society

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Accountants, Business & Financial Advisers

# Legal Sector Breakfast Briefing

Welcome

Nigel Wilson, Relationship Manager  
Yorkshire Bank

# Legal Sector Breakfast Briefing

## Introduction

Tom Blandford, Legal Sector Director  
Armstrong Watson

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# Legal Sector Breakfast Briefing

- 8.00am - Arrival and breakfast
- 8.30am - Welcome
- 8.35am - Briefing
- 9.30am - Q & A
- 10.00am - Close

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The Law Society

# Why solicitors non-technical skills are more important than ever & what to do about it

Bernard Savage

Director, Size 10 ½ Boots



size 10½ boots



Why

What

How

Why



# Law firms

More savvy  
marketing &  
Business Devlpt

Focus, eg sector  
specialisation

Increased  
innovation







## Business environment

Relationships,  
not transactions

Professional  
procurement

More emphasis  
on added value



# Buyers behaviour

Less loyalty to  
advisors

Higher  
expectations of  
client care

More rigour in  
buying practices

What



# Marketing & Business Development

'Intelligent  
Marketing'

Client  
Relationship  
Management

Client Value  
Proposition





# People & Culture

Leadership  
behaviours

Non technical  
skills  
development

Firm values

**IF YOU FAIL  
TO PLAN  
YOU PLAN  
TO FAIL**

Business  
control &  
measures

Business  
planning

Balanced  
scorecard

'Coffee' plans

WHAT GETS  
MEASURED

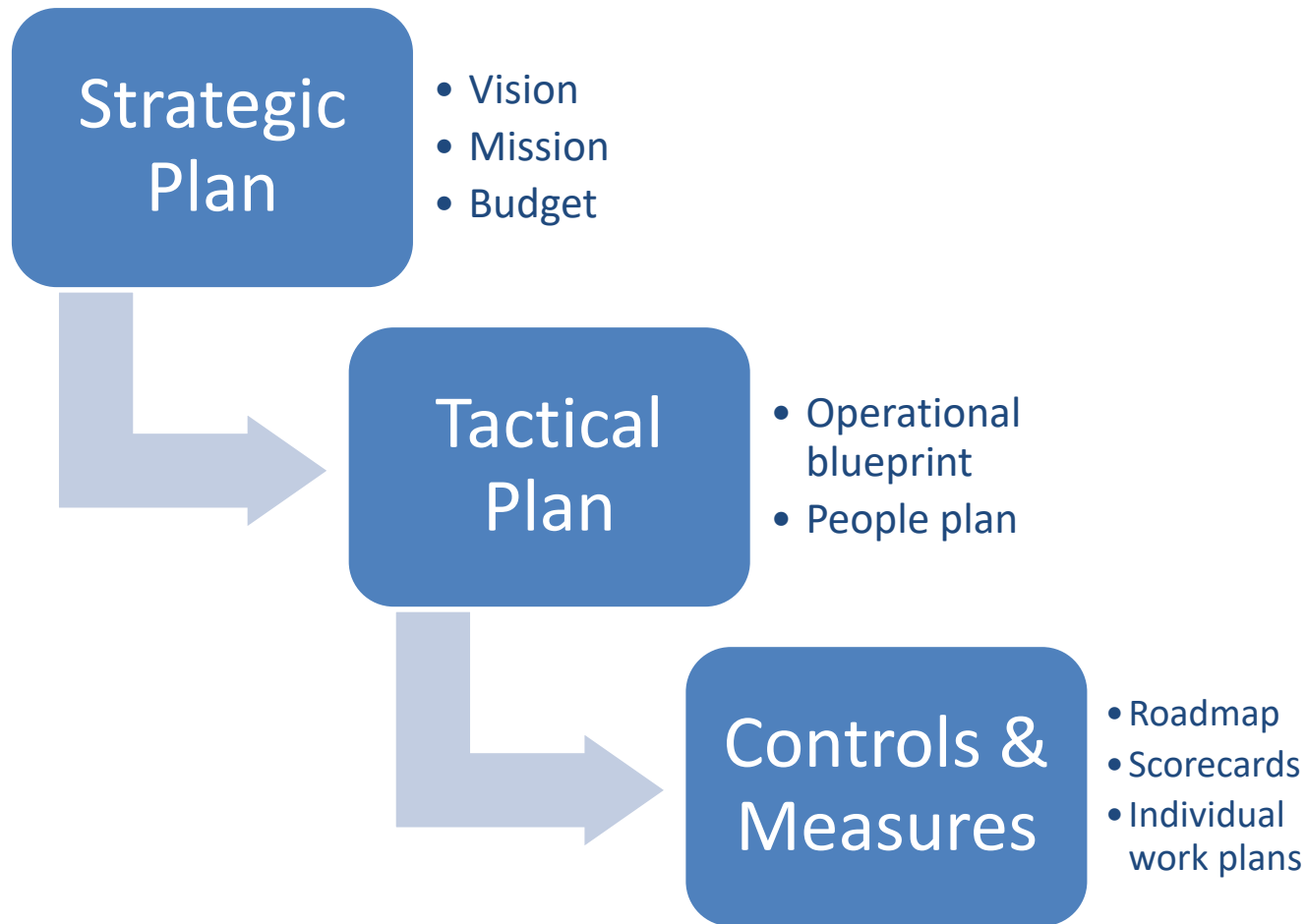


**GETS DONE**



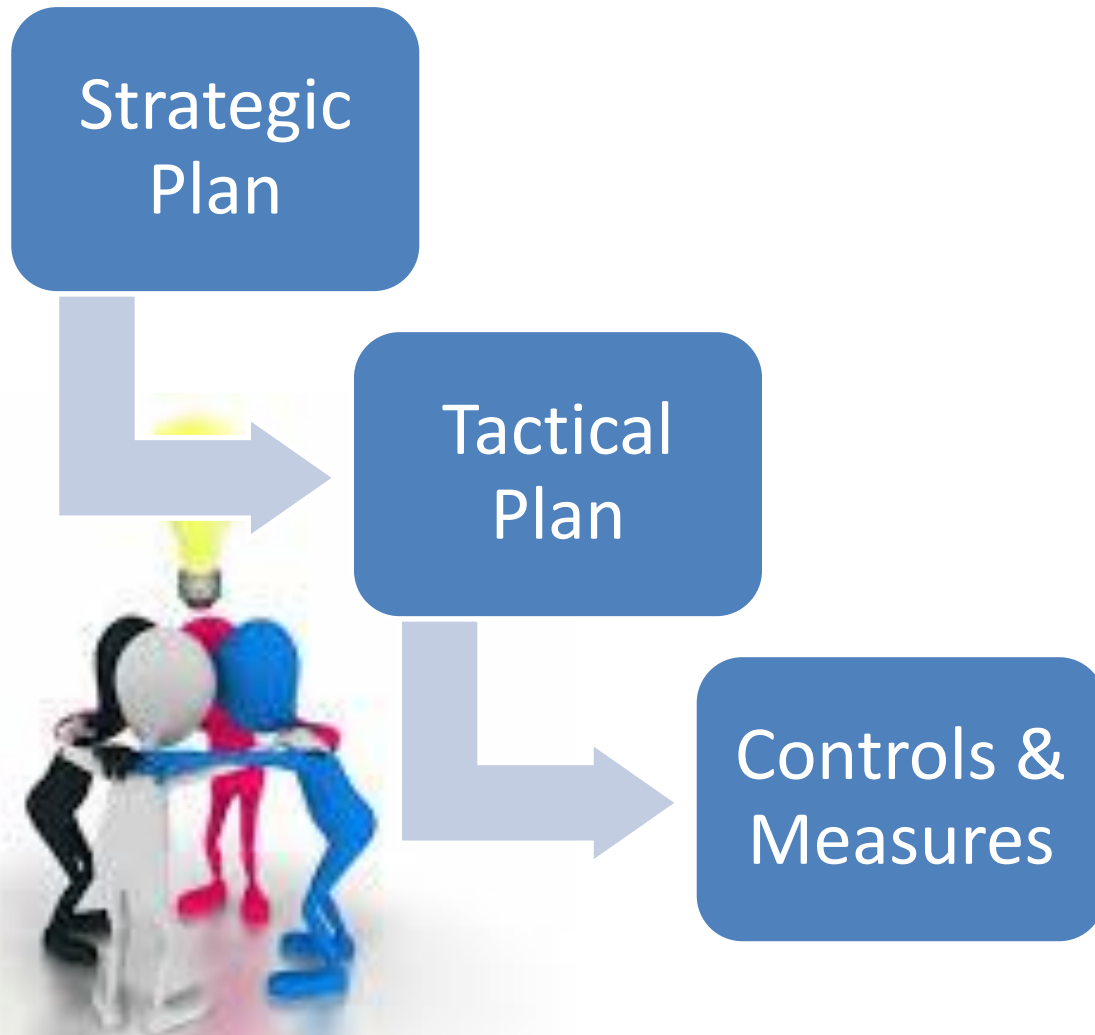
How

# A plan that effects change has 3 key components





# Communicate, communicate, communicate

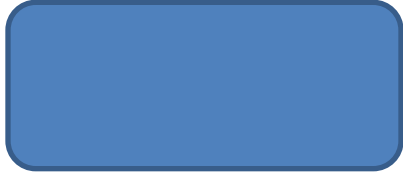


Objectives

Goals

Strategies

Measures



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## Objectives

1. Maintain CoCo market dominance

2. Build profile of Private Client/ Family practice

3. Get more visible to large organisations

## Goals

Continue to focus on relationships with accountants and bankers to protect & grow position in the region

Drive awareness through networking 'under the radar' of competition

Use Palram Polycarb in house experience as model to roll out wider in the region

## Strategies

- Use Coffee Plan approach to adopt a more structured approach to manage relationships with key stakeholders
- Adopt proactive approach with intermediaries to create more referrals & win new clients

- Build relationship with x
- Leverage police family credentials to build relationship with Police Fed.
- Get closer to y with view to helping grow Police niche

- Deliver in house seminars to drive firm awareness
- Amplify marketing through local press and on line media
- Create case studies/ testimonials to use in proactively targeting businesses on Chamber list

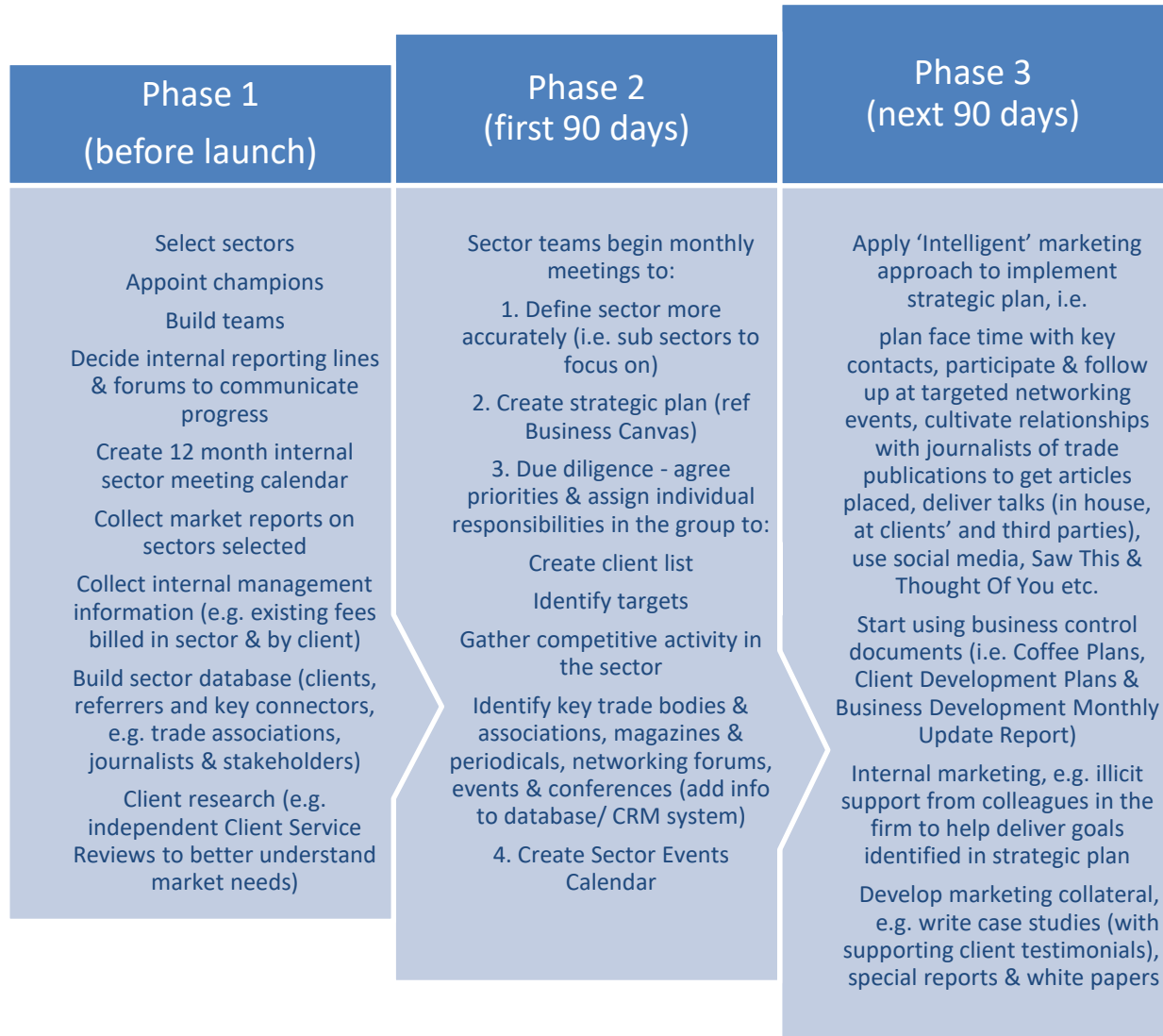
## Measures

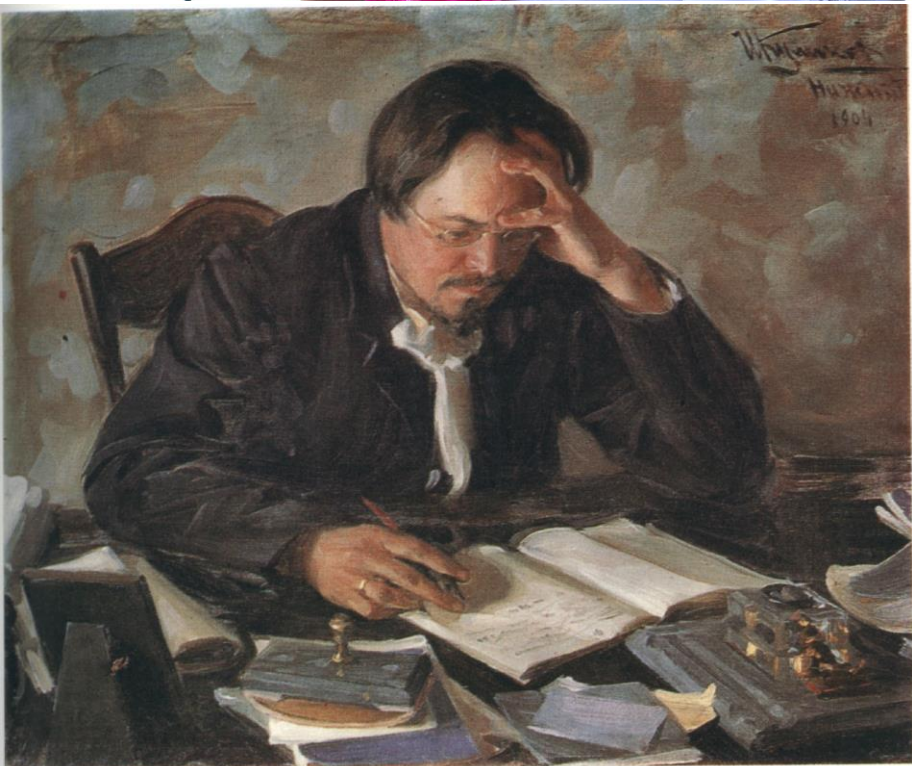
- Monitor Coffee Plan implementation & review monthly
- Track external referrals in Monthly Report & review monthly

- Get buy in from x & deliver a seminar for members &/or get published in in house publication
- Identify opportunities to build visibility in Police Federation & implement

- 1 in house visit per quarter
- Quarterly meetings with local journalists to share stories
- Add targets to Coffee Plans & track implementation

# Tactical Plan (Actual): Sector Implementation





# Creating a Road map

## Step 1: 'The Business Canvas'

Client segments	Client Value Proposition	Key resources	Channels	Existing relationships	Key activities	Required new relationships
<p>What sub groups exist within each sector?</p>	<p>How does your firm best add value?</p> <p>What are your key messages?</p> <p><b>How will you communicate this message?</b></p>	<p>What will you need to deliver budget?</p> <p>People</p> <p>Budget</p> <p>Marketing collateral</p> <p>Due diligence (client, desk and market research)</p>	<p>Where will work come from?</p> <p>Existing clients (upselling &amp; cross selling)</p> <p>On line enquiries?</p> <p>Referrals?</p> <p>Direct marketing?</p>	<p>How are you going to stay visible to key clients and referrers?</p> <p>'Coffee' Plan</p> <p>Client Development Plan</p>	<p>Intelligent Marketing tactics</p> <p>Events calendar</p> <p>Networking</p> <p>Social media</p> <p>Seminars (in house, client &amp; third party)</p> <p>Media plan</p>	<p>Who do you need to influence (Key Business Individuals)?</p> <p>Clients</p> <p>Referrers</p> <p>Targets</p>

## Step 2:

Create visual representation to engage staff  
& break down delivery in to bite phases

**example**



# Controls & Measures must be SMAC

SPECIFIC

MEASURABLE

ACHIEVABLE

COMPATIBLE



# Track face time with clients & referrers

	J	F	M	A	M	J	J	A	S	O	N	D
1												
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10												
11												
12												



WHEN

WHO

WHAT

HOW

?

WHY

WHERE



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# Legal Sector Breakfast Briefing

## Questions and Conclusion

Sue Carter, UK Head of Professional Services Sector  
Yorkshire Bank

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## Legal Sector Director

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