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Accountants, Business & Financial Advisers

A track record of providing solutions to the legal profession

Legal Sector Breakfast Briefing

16 June 2021

Nottingham

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

Jim Thomas
PDW Group (UK) Ltd

jimt@pdwgroup.co.uk | +44 (0) 115 940 4966



Overall
Business
Success



Higher
Profits

Our Core Philosophy

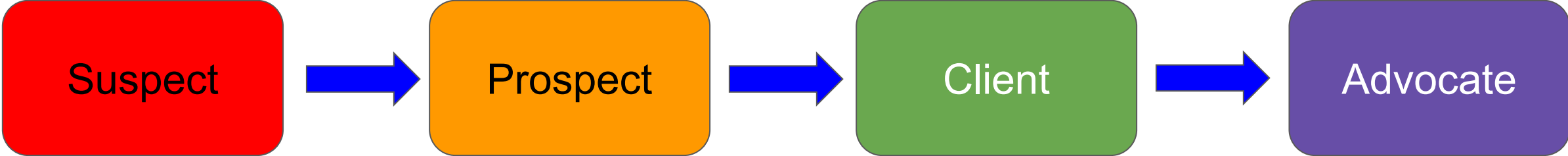


Barriers, Challenges & Opportunities

Your Clients?

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

Client Lifecycle

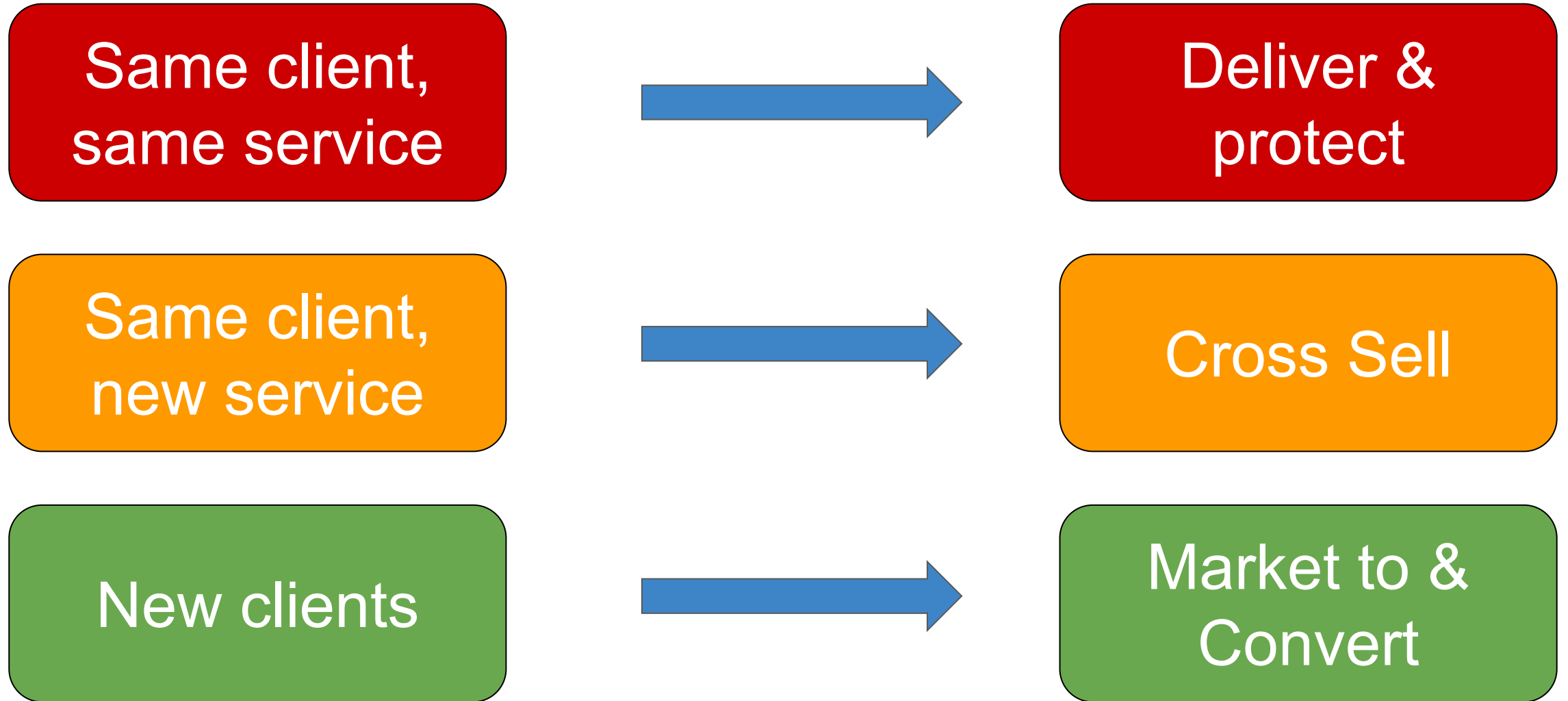


Marketing

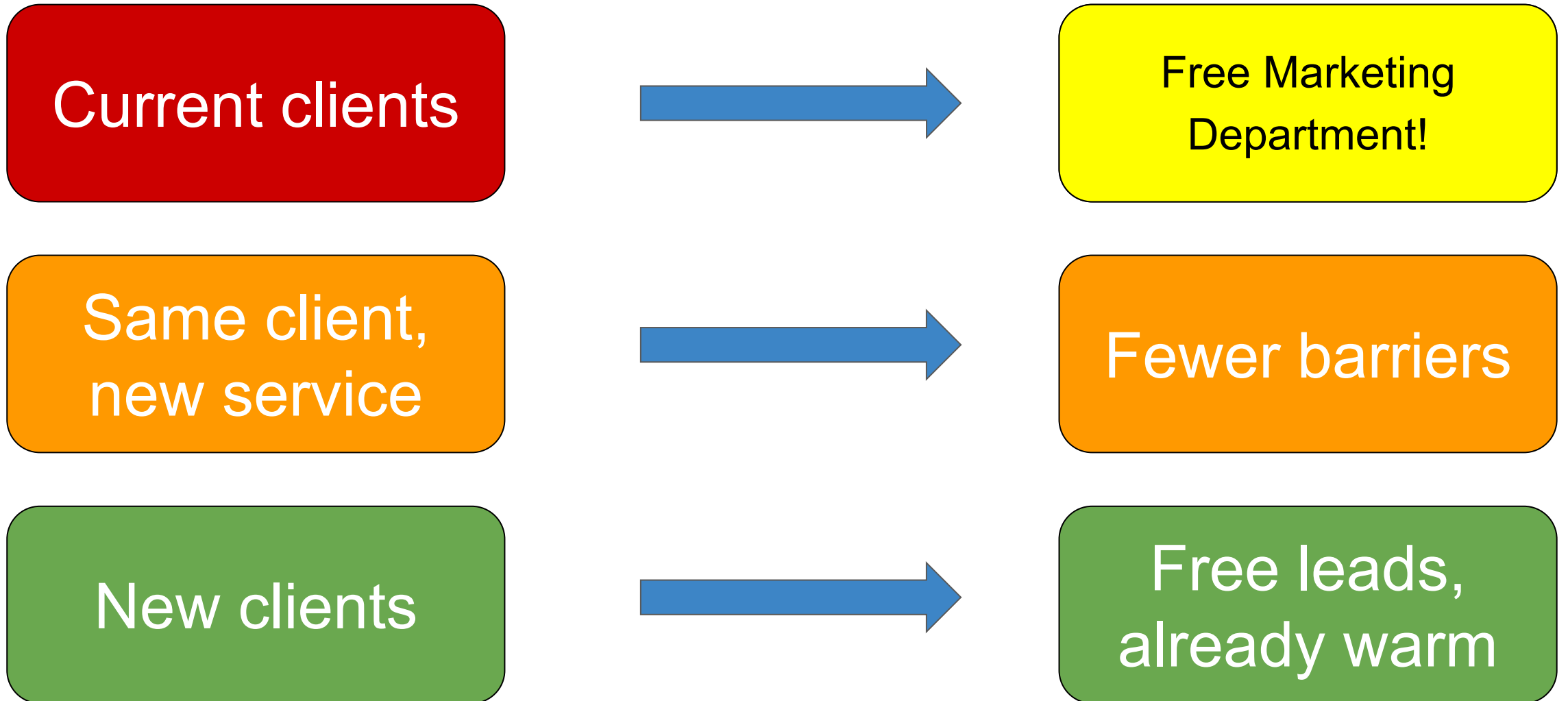
Sales
Conversion

CRM

Revenue Streams



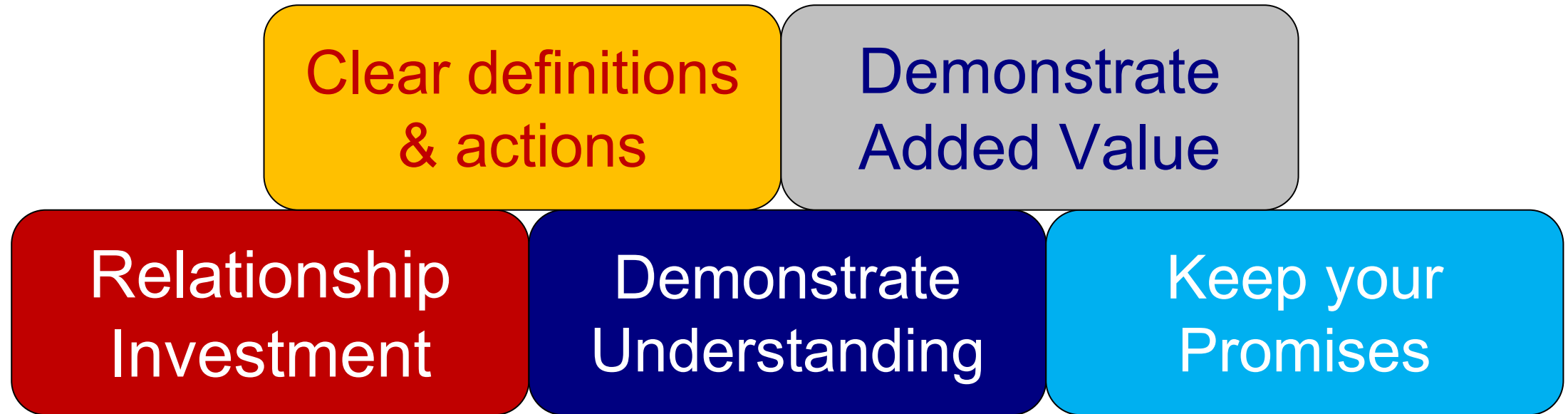
Advocates & Revenue Streams

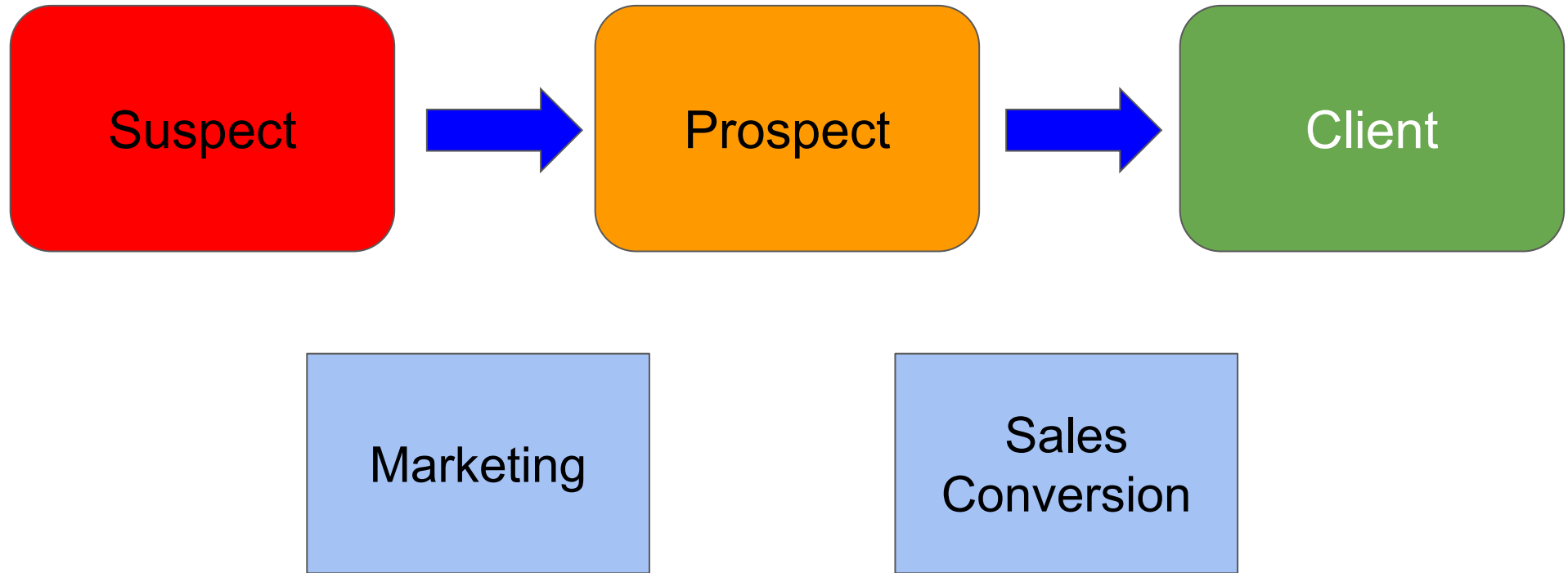


Building Advocacy

- 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

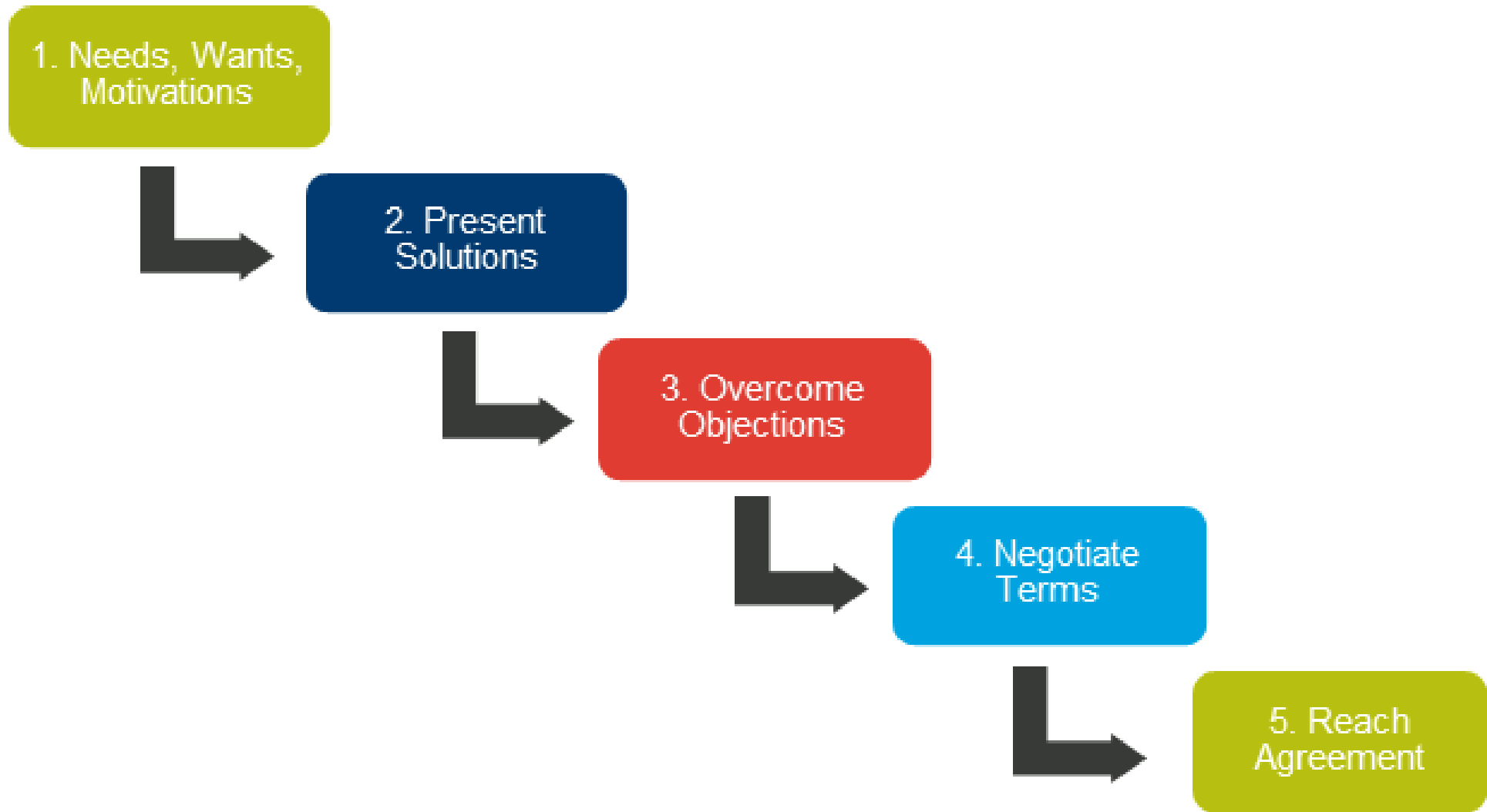
Sales Conversion

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?*



Maximising Client Advocacy & Business Development Effectiveness

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PDW Group (UK) Ltd

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Questions and Conclusion

Nigel Wilson, Commercial Manager
Yorkshire Bank

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The Law Society

Tom Blandford

Legal Sector Partner

Armstrong Watson

Third Floor, 10 South Parade, Leeds, LS1 5QS

T: 0113 2211 300

F: 0113 2211 301

M: 07793 621951

E: tom.blandford@armstrongwatson.co.uk

www.armstrongwatson.co.uk/legalsector



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0808 144 5575

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