



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

Legal Sector Breakfast Briefing

Preston
28 March 2019

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The Law Society

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Legal Sector Breakfast Briefing

Welcome

Alex Holt, Director of Business Development
The Cashroom

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Legal Sector Breakfast Briefing

Introduction

Rosy Rourke, 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

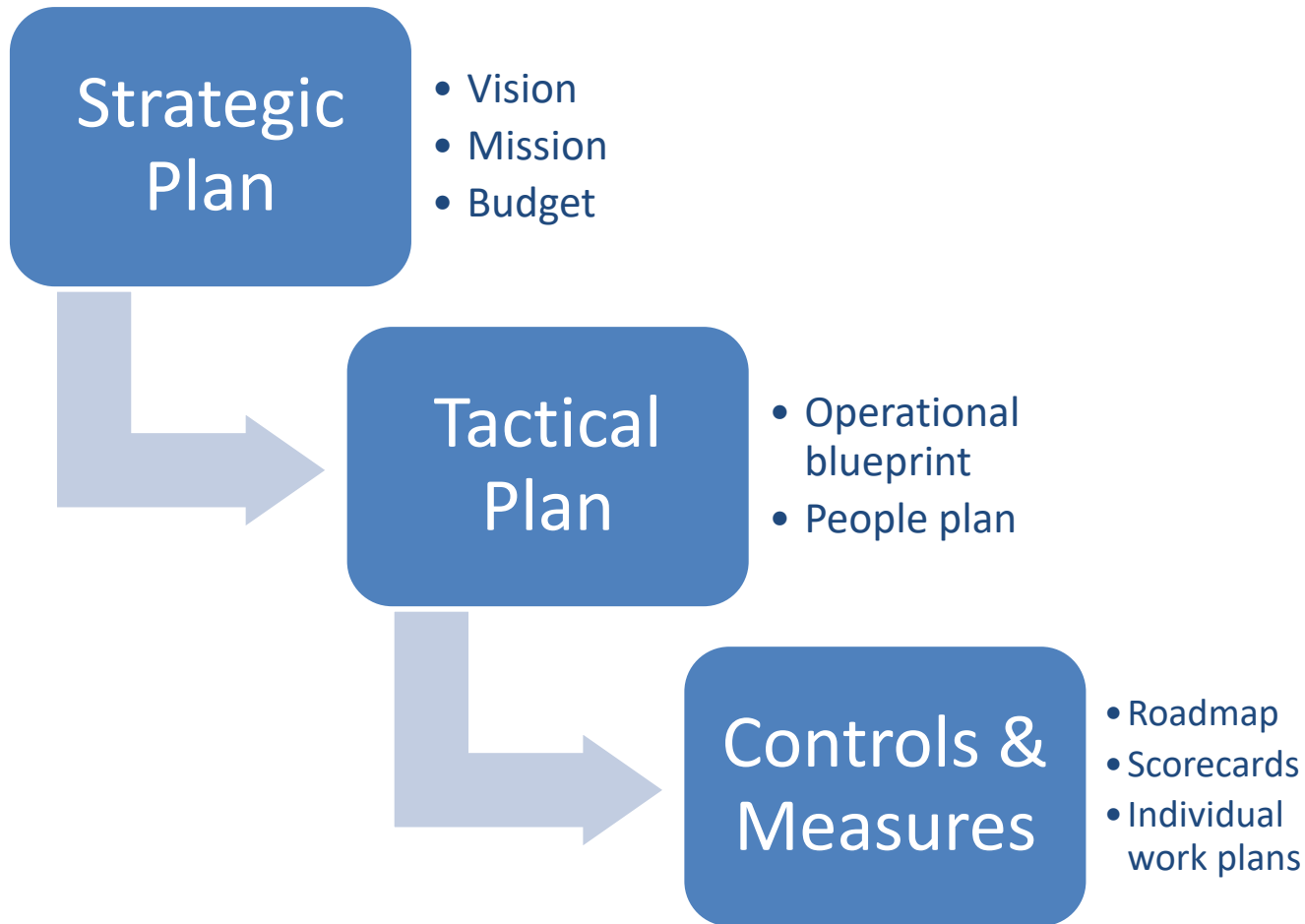


GETS DONE

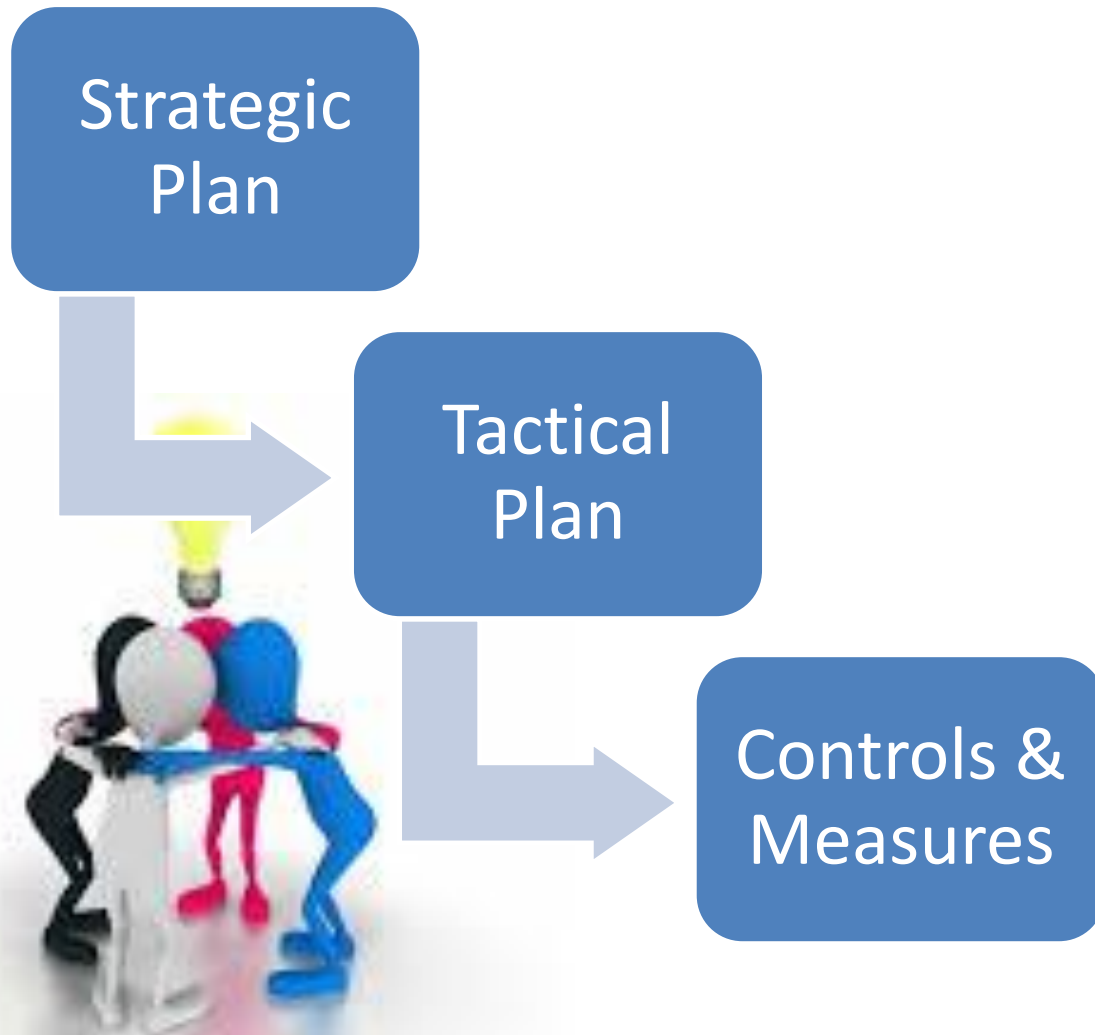


How

A plan that effects change has 3 key components



Communicate, communicate, communicate

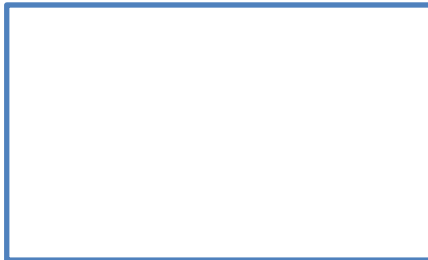
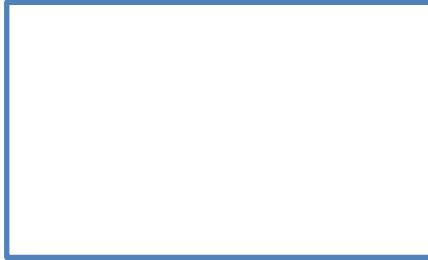


Objectives

Goals

Strategies

Measures



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

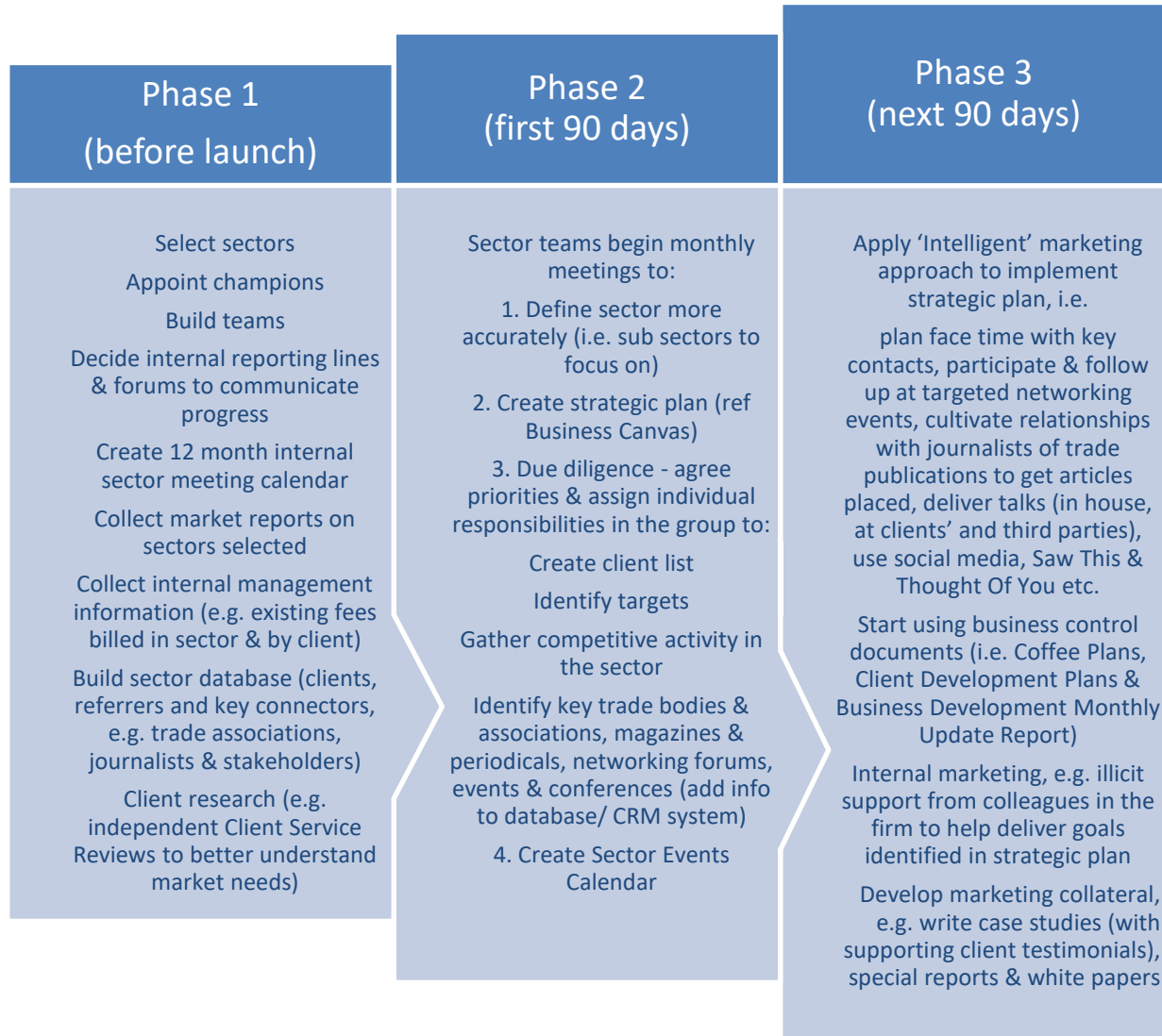
Measures

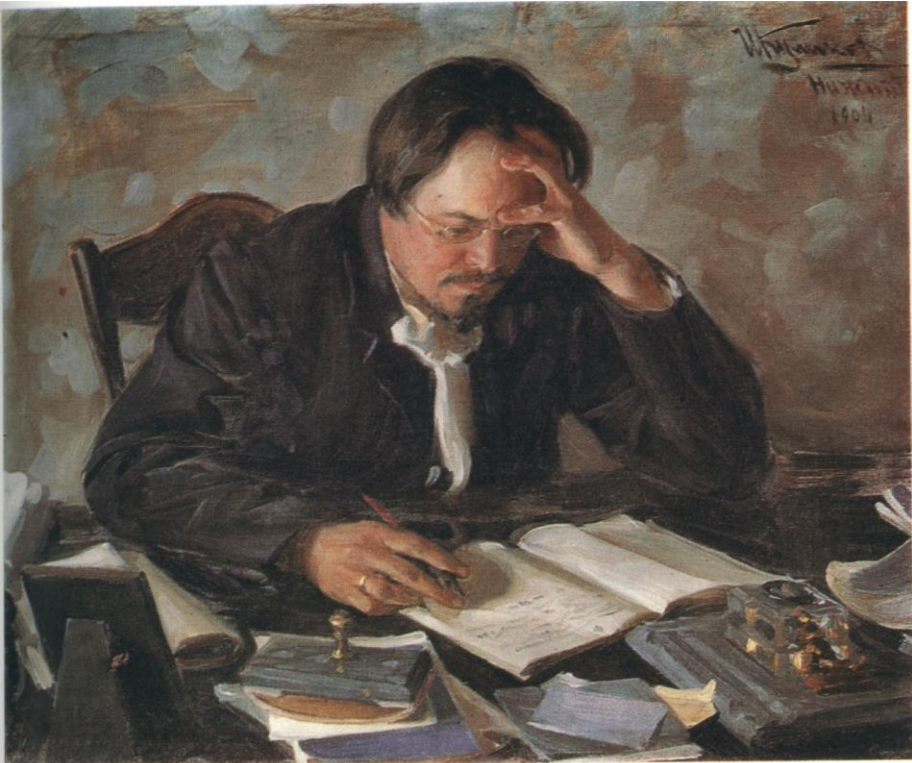
- Monitor Coffee Plan implementation & review monthly
- Track external referrals in Monthly Report & review monthly

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

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												
2												
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7												
8												
9												
10												
11												
12												



WHEN

WHO

WHAT

HOW

?

WHY

WHERE



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Questions and Conclusion

Steve Lewis, Relationship Director
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