



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

Legal Sector Breakfast Briefing

Preston
7 July 2021



ArmstrongWatson[®]
Accountants, Business & Financial Advisers



Legal Sector Breakfast Briefing

Welcome

Rosy Rourke, Legal Sector Director
Armstrong Watson





Legal Sector Breakfast Briefing

Introduction

Alex Holt, Director of Business Development
The Cashroom



Legal Sector Breakfast Briefing

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





Maximising Client Advocacy & Business Development Effectiveness

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Overall
Business
Success



Higher
Profits

Our Core Philosophy

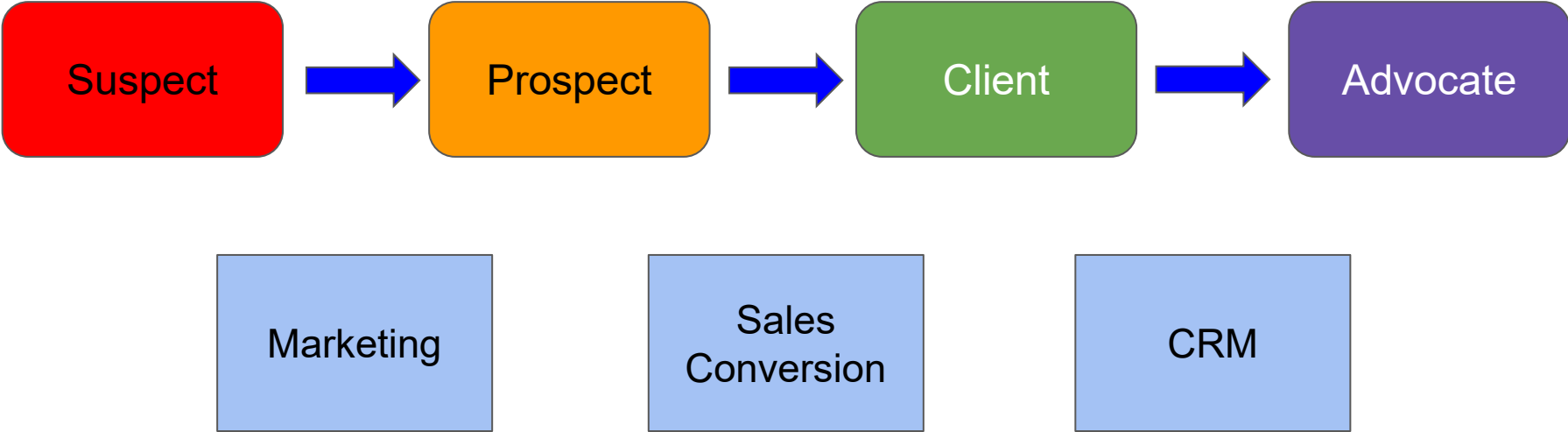


Barriers, Challenges & Opportunities

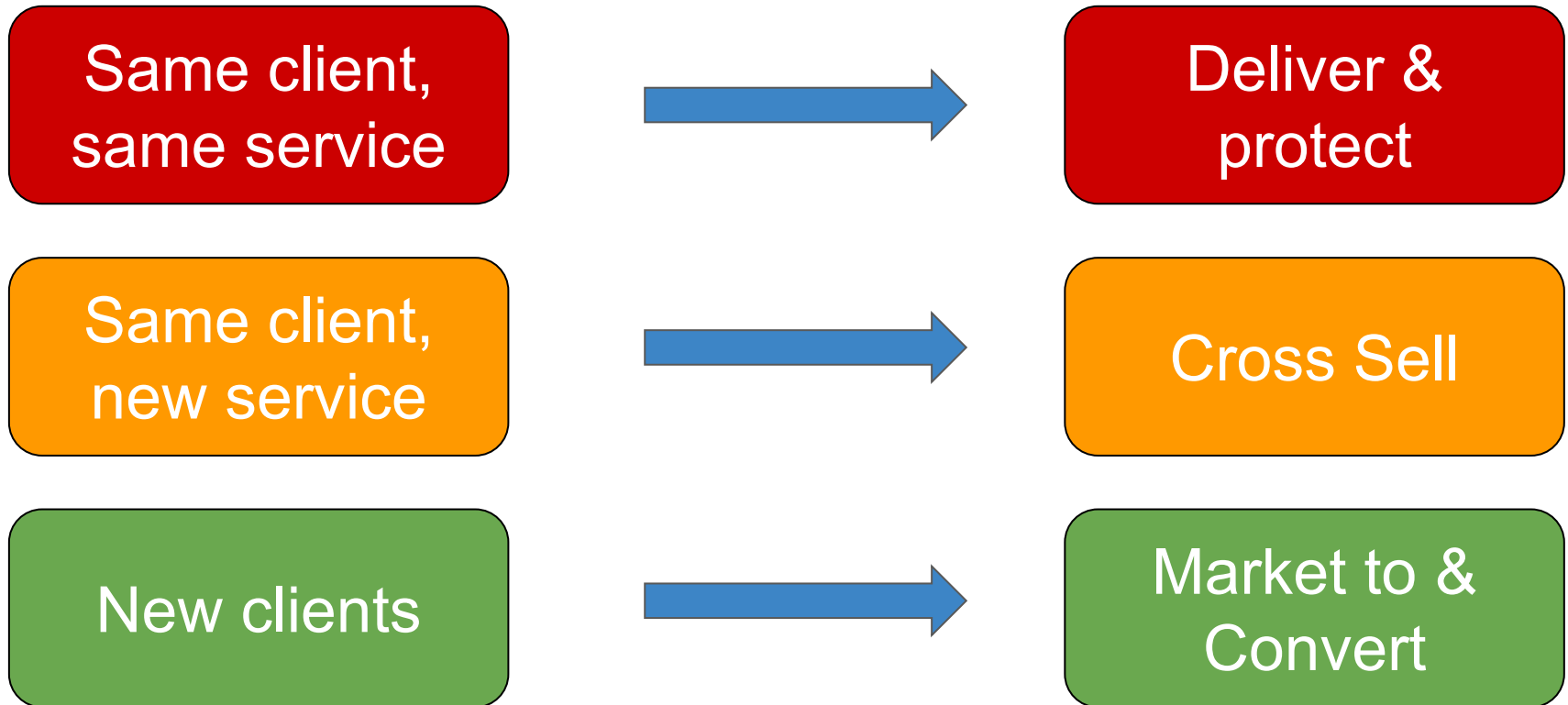
Your Clients?

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

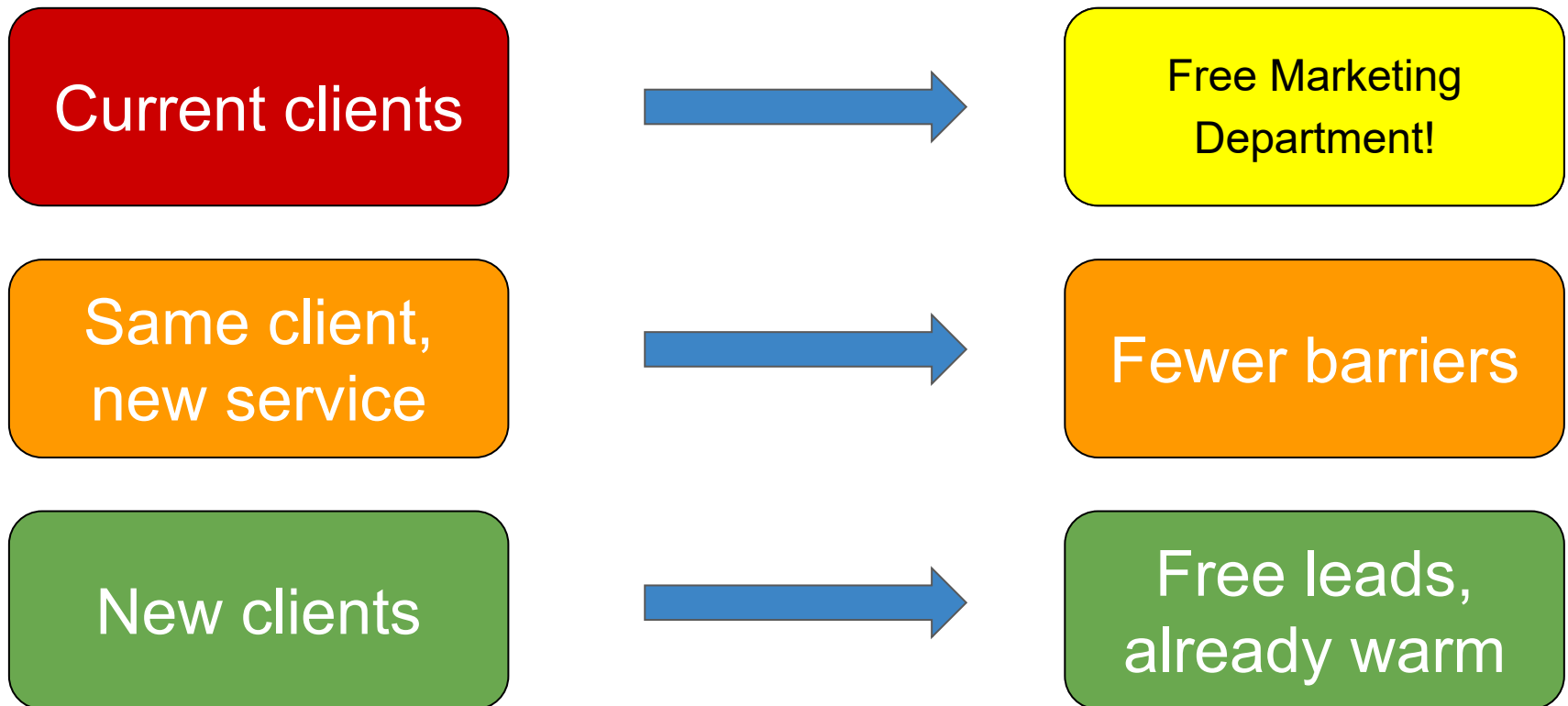
Client Lifecycle



Revenue Streams



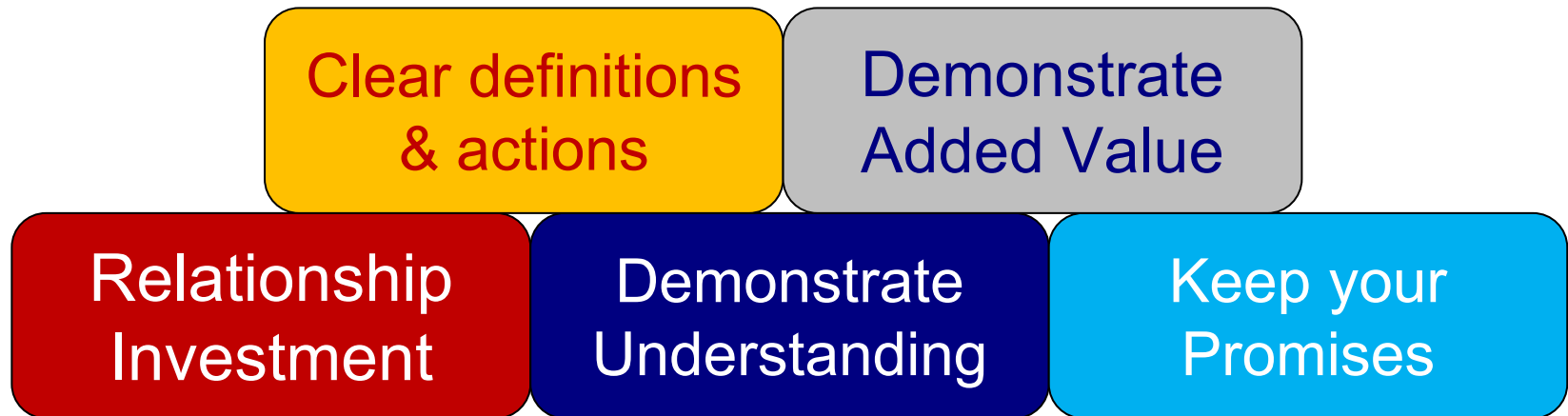
Advocates & Revenue Streams

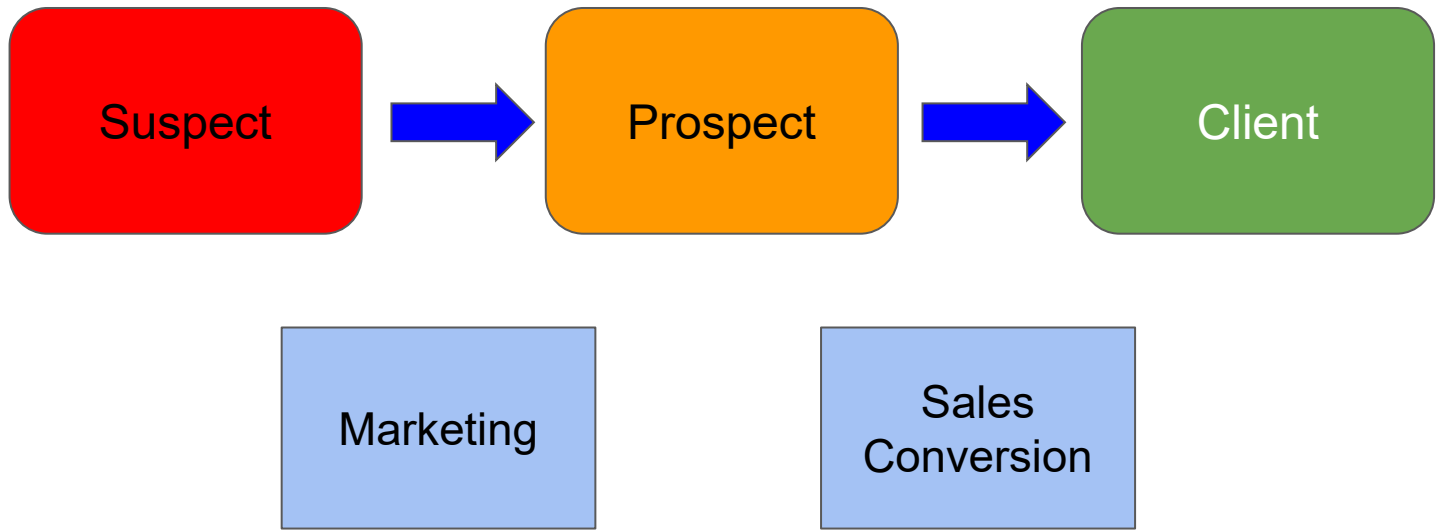


Building Advocacy

- 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

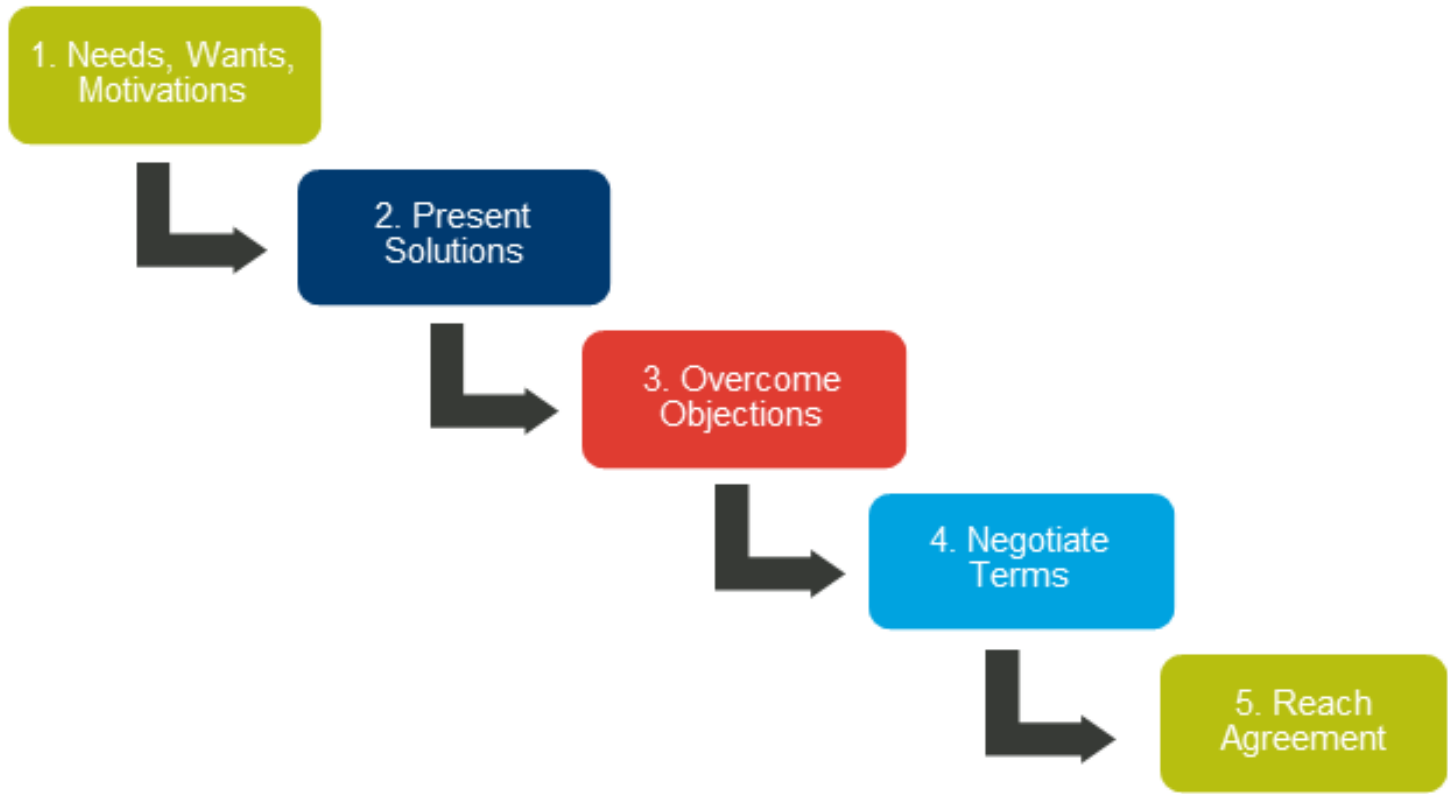
Sales Conversion

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 & Conclusion

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