



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

Legal Sector Breakfast Briefing

York

9 June 2021



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Accountants, Business & Financial Advisers



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STREET
BARRISTERS

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Legal Sector Breakfast Briefing

Welcome & Introduction

Tom Blandford, Legal Sector Partner
Armstrong Watson



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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

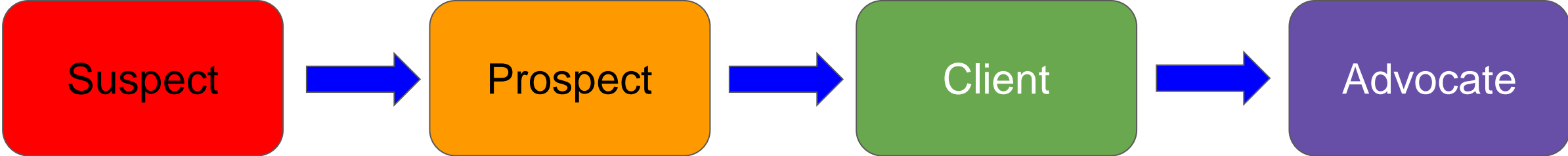


Barriers, Challenges & Opportunities

Your Clients?

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

Client Lifecycle

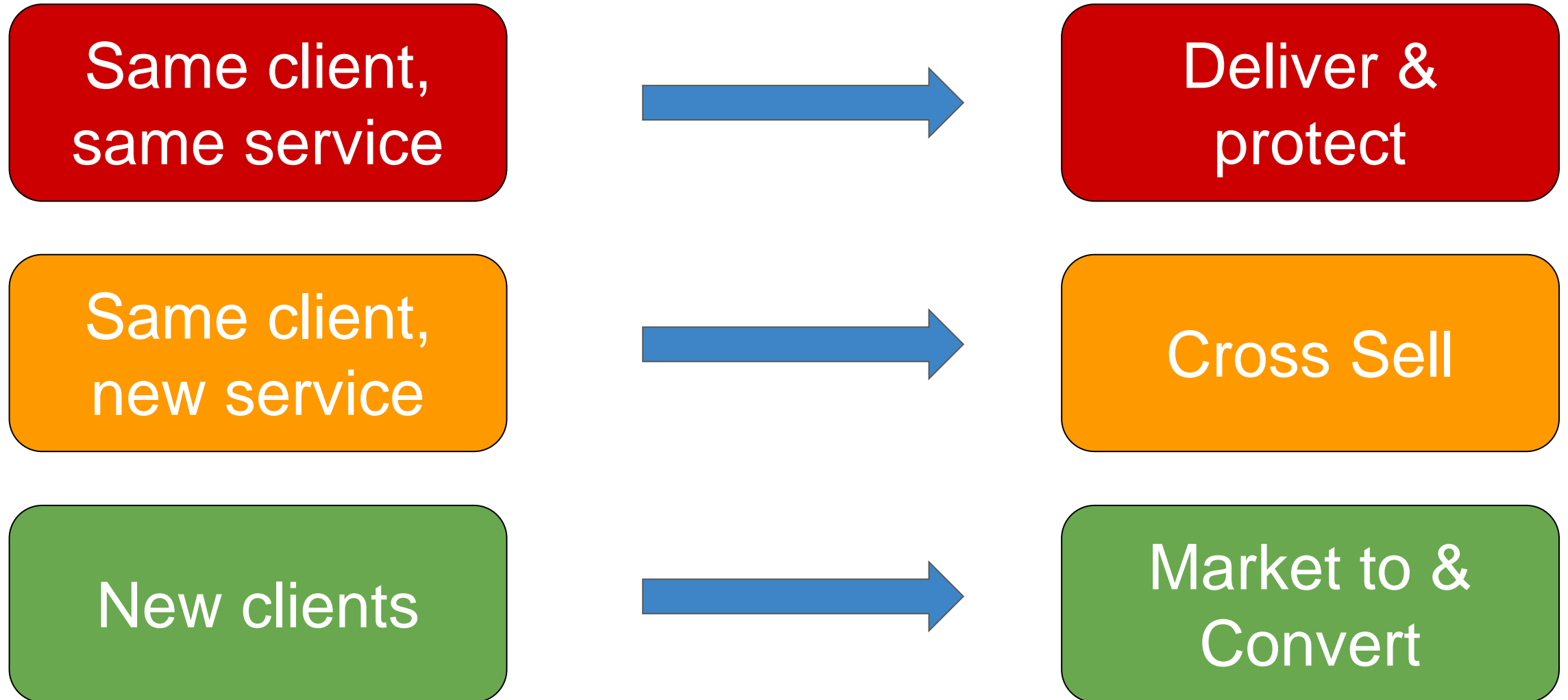


Marketing

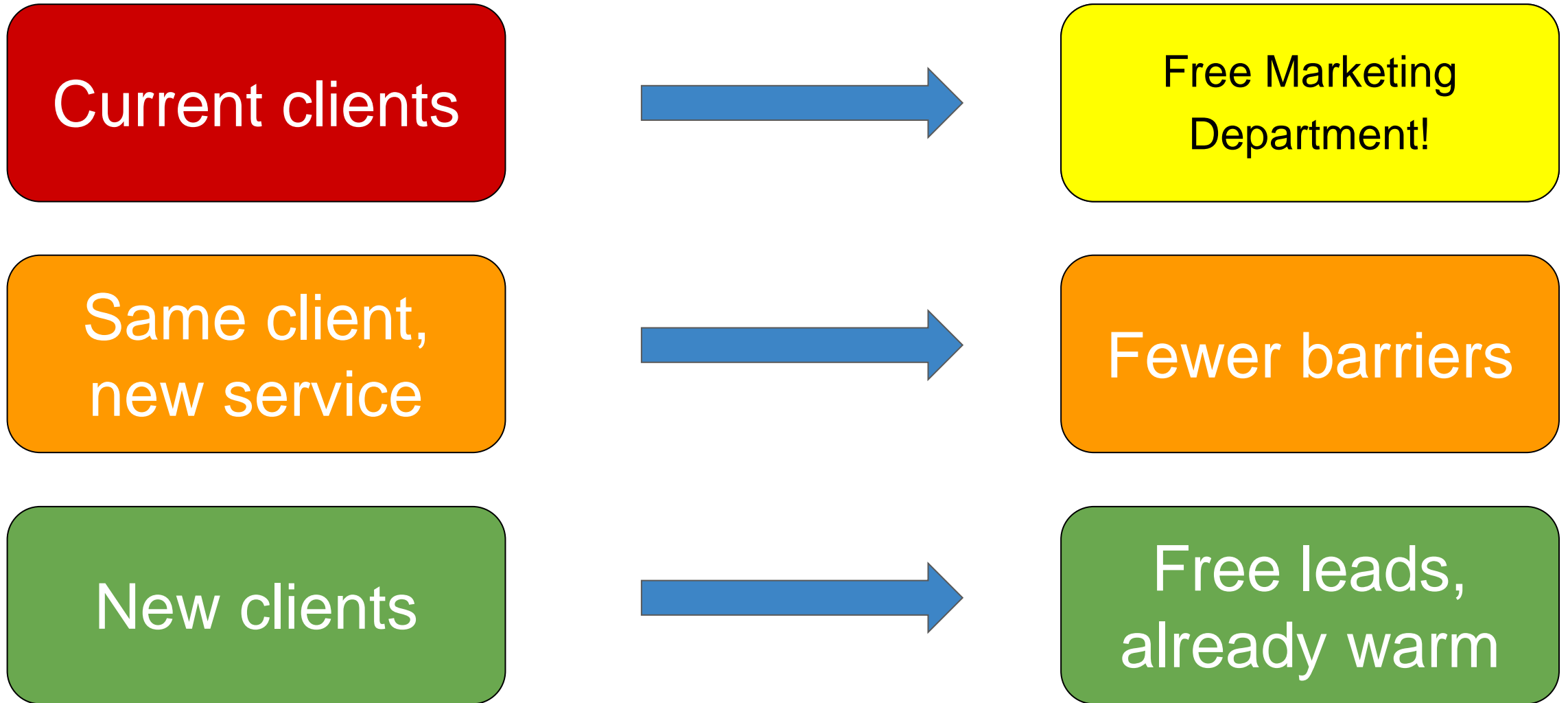
Sales
Conversion

CRM

Revenue Streams



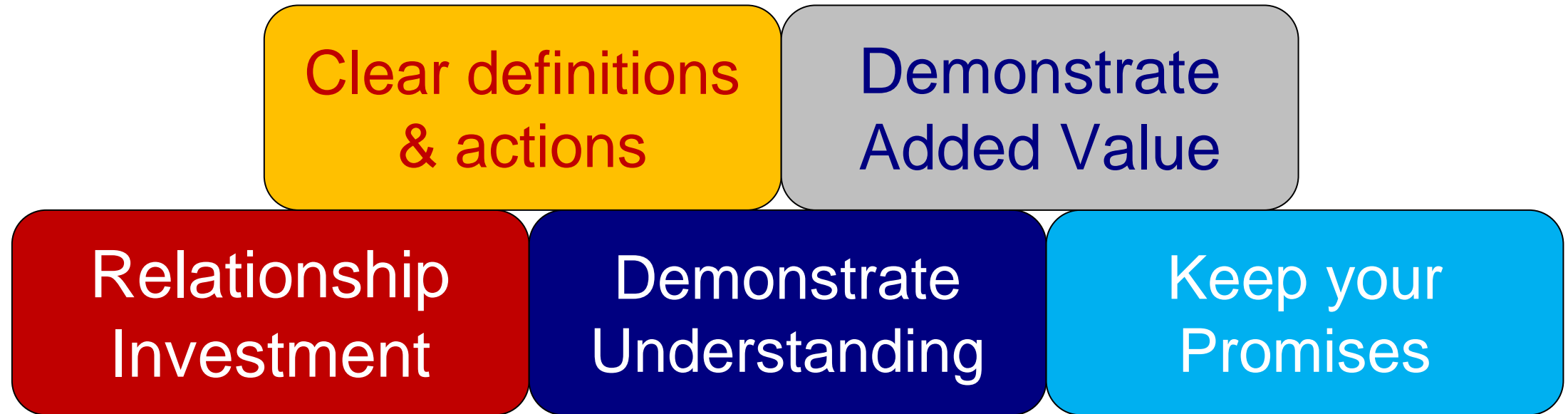
Advocates & Revenue Streams

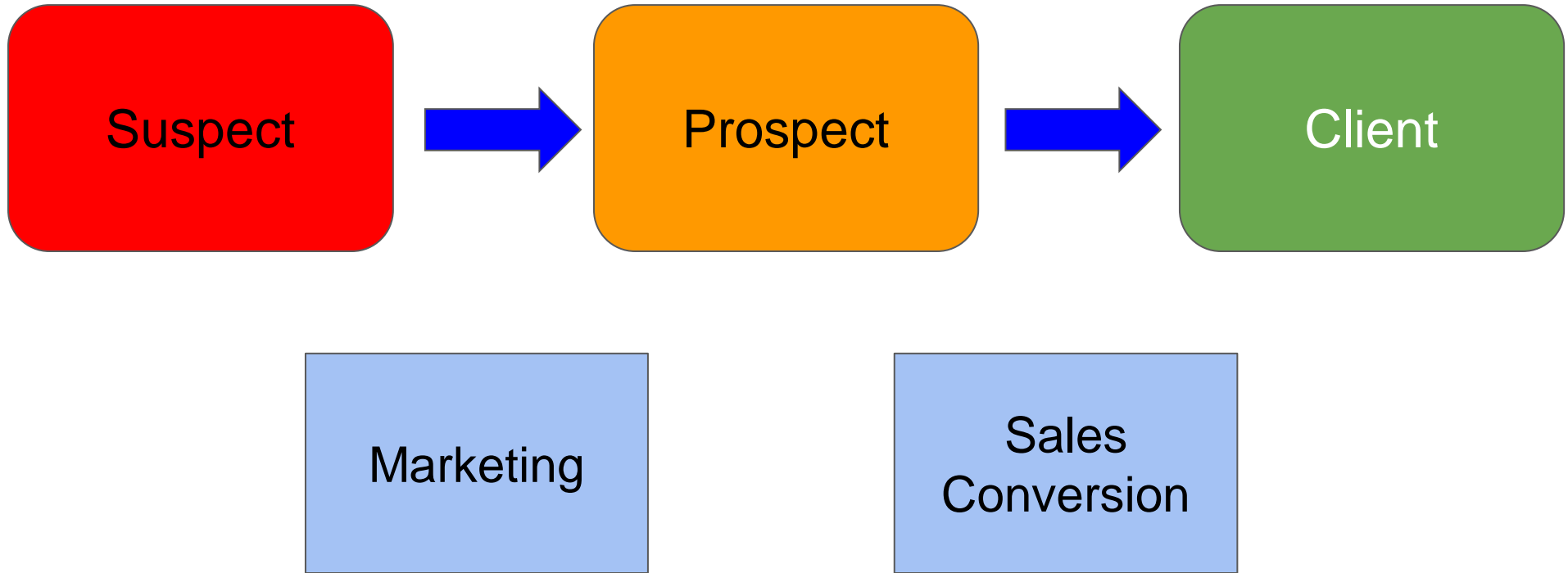


Building Advocacy

- 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

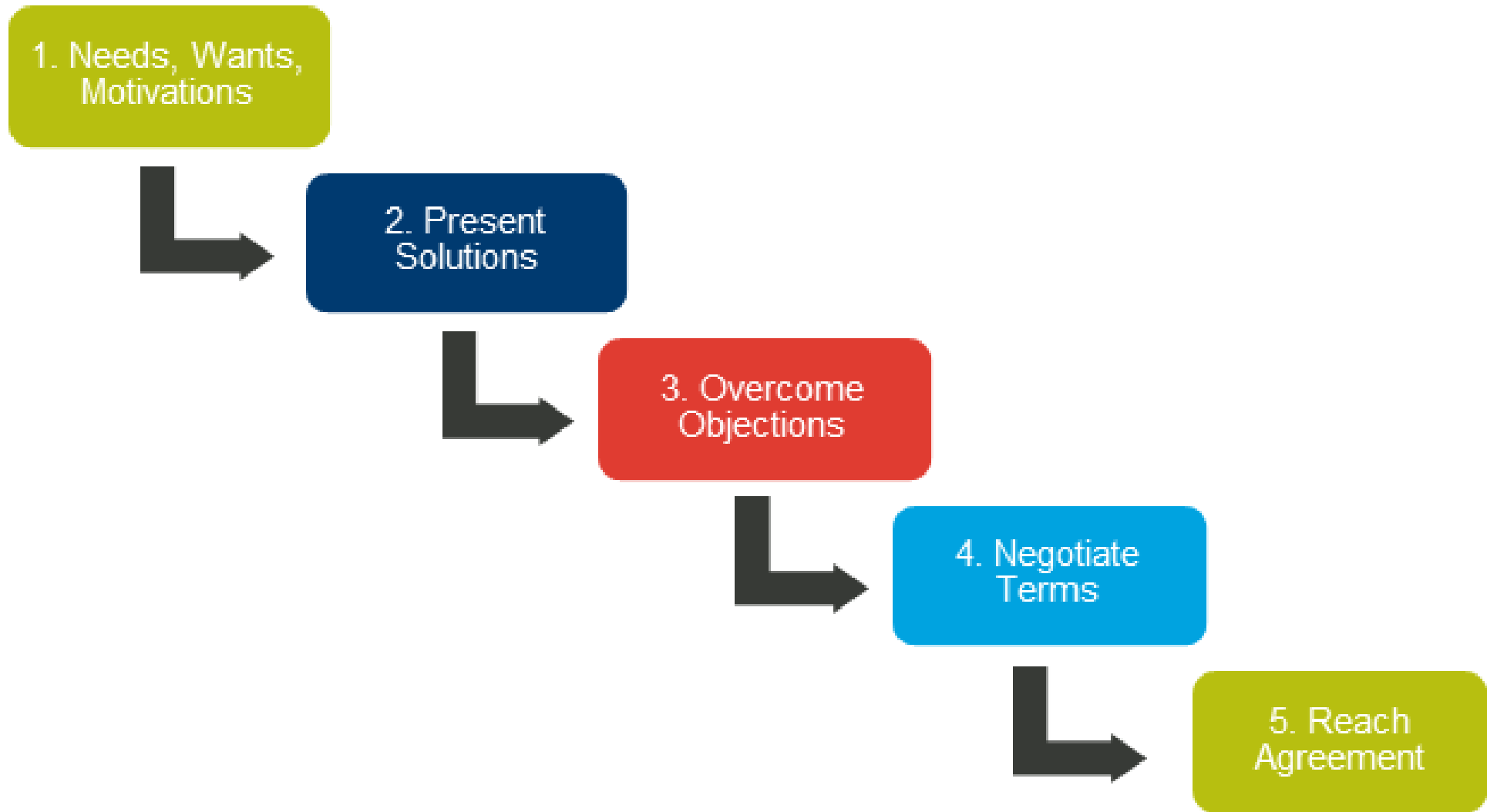
Sales Conversion

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?*



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Q&A

Paul Varley, Area Director
Lloyds Bank



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Conclusion

Tom Blandford, Legal Sector Partner
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