



At www.BusDevInc.com

Law Firm Business Development Best Practices & Benchmarks®

2012 Survey Results®

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SURVEY RESULTS

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What works best to develop more/other work from existing clients?

- NO. 1** In-Person/direct meetings between lawyers — 68%
- NO. 2** Formal Client Teams — 19%
In-Person/direct meetings between lawyers — 19%
- NO. 3** Attendance at industry conferences/events/meetings — 22%

What works best to develop work from completely new clients (other than lateral hires)?

- NO. 1** In-Person/direct meetings between lawyers and prospective clients — 40%
- NO. 2** Attendance at industry conferences/events/meetings — 20%
- NO. 3** Seminars/speeches/CLE — 20%

What is the entire range of “sales” or client development support services currently provided to lawyers in your firm?

- NO. 1** Planning and implementing events – seminars, webinars, meetings, speaking opportunities, tickets, etc. — 35%
- NO. 2** Planning and implementing events – seminars, webinars, meetings, speaking opportunities, tickets, etc. — 24%
- NO. 3** RFP responses and proposal opportunities — 14%

What are the top 3 functions for which business development staff invest/spend the most money?

- NO. 1** Attorney attendance and travel to meetings, lunches, industry events, seminars, conferences, etc. — 32%
- NO. 2** Attorney attendance and travel to meetings, lunches, industry events, seminars, conferences, etc. — 27%
- NO. 3** Planning and implementing events – seminars, webinars, meetings, speaking opportunities, tickets, etc. — 15%
Website design and maintenance including supporting blogs and social media — 15%

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What are the top 3 current hurdles/impediments that your internal marcom/busdev team faces regarding successful business development?

- NO. 1** Lack of available staff time (too many demands, too little time) — 31%
- NO. 2** Lack of available staff time (too many demands, too little time) — 31%
- NO. 3** Lack of adequate staff to handle workload — 26%

The main hurdles/impediments your firm’s lawyers believe they face re: successful business development are:

- NO. 1** Billable hour demands result in lack of time for business development — 54%
- NO. 2** Lack of commitment/follow-up — 23%
- NO. 3** Lack of commitment/follow-up — 24%

Which best describes the Business Development Department centralized or decentralized?

Mainly centralized in one office — 79%

What best describes the Business Development Department?

One department that contains both marcom and sales/client development support function — 87%

If two, three or more separate departments — do they all report to the same person?

Yes — 77%

What percent of time is spent on a reactive “upon request” basis and what percent of total time is spent working on identifying and following up on proactive opportunities?

- Reactive — 54%
- Proactive — 31%
- Did Not Respond — 8%

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SURVEY RESULTS

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Approximately what percent of the firm's total business development budget (not including salaries) is spent in the following categories:

Marcom Tools — 43%

Sales/Client Development Support — 44%

Did Not Respond — 13%

Firms Size Responding to the Survey:

Average attorneys per firm — 390

Average equity partners per firm — 96

Average No. of offices per firm — 9

Average No. of internal, dedicated marketing staff (FTEs) per firm — 9

If separate, number of internal “sales” or client development staff — Average 6 staff with
13 firms responding

Respondents Main Headquarters (by geographical region):

Northeast — 37

Southeast/South — 36

Midwest/Central — 20

International (outside of North America) — 9

West — 8

Southwest — 1

Northwest — 3

Canada — 5

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BUSINESS DEVELOPMENT INC.'S BEST IN CLASS SERVICES FOR LAW FIRMS®

1. Proven and guaranteed business development training and coaching — the nationally renowned program:

“Mastering the ‘Sales’ Process for Lawyers®” — This program is guaranteed to produce a minimum of 3x ROI. It involves real-life clients/prospective clients as co-instructors to create a common and proven “sales” platform/process firm-wide while providing CLE credits for participants in many states. It can be tailored for new income partners, other interested partners, practice or industry groups, or other targets of a firm. Below is what one law firm says about this program. To see other law firm comments, please visit www.BusDevInc.com, What Clients Say:

“In 2009, our firm went through a rigorous pre-selection review process before we retained Julie Savarino to work with a group of our firm’s new partners on a tailored business development training and coaching program. Since 2009, she has worked with several groups of our firm’s partners and we continue to be very pleased with the program and results and recommend her highly.”

— Elizabeth A. Price, Professional Personnel Partner, [Alston & Bird LLP](#)

Immediate Coaching Assistance — With more than 25 years experience coaching lawyers, law firm leaders and law firm marketing and business development staff, Julie Savarino provides such support on a daily basis.

2. Retreat programs — new, tailored and customized for each firm. Two popular ones include:

“Business Development ‘Best Practices’ for Law Firm Partners®” and Client/Prospect Focus Groups and Business Development Challenges

“Our firm worked with Julie Savarino about 12 years ago, but recently we asked her to prepare and present a “Best Practices in Business Development for Lawyers” type program for the Annual Business Meeting of our firm’s Partners. The presentation was outstanding and received very favorable response. We recommend her programs highly.

— Gwen Bey, Chief Administrative Officer, [Kenyon & Kenyon](#), New York

“For our firm’s recent All-Attorney Retreat, Julie Savarino summarized much of the content from her nationally renowned training and coaching program entitled “Mastering the ‘Sales’ Process for Lawyers” and delivered it in a few hours to a very skeptical audience. She involved actual clients in the presentation. The entire program was excellent and received very positive feedback and results.”

— John S. Sandberg, Partner & Founding Member, [Sandberg Phoenix & von Gontard](#), St. Louis

3. Other new and popular programs and services offered by Business Development Inc.:

“LinkedIn and Other Social Media Business Development Opportunities — Best Practices for Lawyers®”

“The ‘New’ Normal — How to Pitch & Win Using RFPs and AFAs®”

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