

Some Success Stories –

Where We Worked With Attorneys in the Firm to Help Generate New Business

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- The law firm's prospective client was a Fortune 100 computer manufacturer. The attorney (our client) knew an in-house counsel who worked in the company's over-100 attorney, in-house legal department. He had gone to high school with him years ago and they had been in touch sporadically. The attorney thought perhaps his firm could be of service to the company with some of their intellectual property and/or patent/litigation matters. The plan was to get back in touch on a regular basis and when appropriate, inquire as to whether there was an 'approved outside counsel' list and whether the firm could be considered as a possible future addition to that list. After approximately one year of re-initiating personal contact, the question of doing business together was broached. The in-house counsel said new counsel are added only after they had handled some or at least one matter effectively on behalf of the company. After several intermediate client development steps were implemented over another approximately six months, the in-house counsel invited the attorney and several of his litigation partners to make a presentation to a small group of the company's in-house legal staff. Following the presentation, approximately six weeks later, the firm was assigned several trademark prosecution files. Over the course of approximately two years, the firm handled those successfully and was assigned the litigations resulting from the alleged misuses of those trademarks. In addition, the firm was assigned to defend the company in at least two major, alleged patent infringement cases. To-date, the total legal work that this firm handles for the above company is in excess of \$5 million.
- The prospective client to the law firm (our client) was a group of major manufacturers and other industrial concerns. The problem was that the EPA, DNA and several state agencies had found evidence of possible nuclear, bio-hazard, and/or chemical waste and pollutants resulting allegedly from the operations of these concerns, which caused a multitude of claims alleging various commercial, insurance coverage, insurance defense and plaintiffs' injuries violations. The firm arranged a meeting consisting of many of the general counsel, C.E.Os and Presidents of the affected concerns. During the meeting, they described the situation as they perceived it, compared it to the multitude of mass tort-type claims they have handled in the past and then suggested several ideas, legal strategies and approaches to consider. Days after the meeting, the firm was retained to help defend these concerns. Estimated revenues to the firm to-date \$10 million.
- The attorney (our client) was one of the country's leading white collar criminal defense lawyers. After careful, confidential coaching, we suggested that his hourly rate and initial retainer was not reflective of his experience and capabilities, nor competitive for his level. After a few months of careful analysis, a proposal was presented to the firm's management, whom reluctantly agreed to let the attorney 'test market' higher rates (ones that increased his hourly rate and retainer by 50%). The 'test market' was conducted for four months with brand new clients only and was such a success that this attorney adopted this new rate structure from then on. He went from being among the top 20% of rainmakers/originators in his firm to being the #1 or #2 producer for two straight years and continues to land in the top 10% annually to-date.
- The law firm (our client) was one of this Fortune 100 company's 'Partner' counsel. 'Partnering' at this company is defined as the company uses X law firm exclusively in a specified, regionally geographic market in exchange for special 'preferred provider' rates and other concessions. The problem for this law firm was that in their geographic market, the company did not have enough legal matters of much significance (i.e. billable hours and/or revenues). After working with the 'client team' assigned to this company, a re-scoping strategy was planned. After careful preparation and internal analysis, the firm determined some key areas where the company faced large national, multi-jurisdictional litigations in specific areas - areas where the firm also had a considerable and strong capability, track record and practice group. After almost a year of on-going communications, the company agreed to assign two of these areas of case loads to the firm. This company went from generating approximately \$500K or less annually for the law firm to over \$2 million annually for the last several years.