

Business development progression the path to success

Acquiring business development skills should start right from induction of the new lawyer into the practice. At each stage of his/her career, different levels and styles of participation will be appropriate contributions to business development processes.

The following checklist will help you to identify the kinds of activities, skills, and participation for your lawyers. Development through each stage along the way will maximize their career potential, and your practice's success.

Junior Lawyer

- Introduction to business development, client relationship management, and basic marketing.
- Background on the law firm, its range of service offerings, and the expert capabilities of individual team members
- Detailed understanding of the client/s with whom the lawyer is working, their business environment, issues, and challenges
- Development of strong oral and written communication skills
- Leveraging any relevant personal contact in target business or industry sectors to which the law firm's and lawyer's skills apply
- Development of distinctive legal expertise and capabilities
- Identify and establish appropriate networking forums relevant to expertise and interest
- Attend seminars, client events, and relevant industry events

Senior Lawyer

- Improve general awareness to business development, client relationship management, and marketing techniques
- Understanding of firm's range of service offerings, and the expert capabilities of individual team member
- Detailed understanding of the client/s with whom the lawyer is working, their business environment/s, issues, and challenges
- Development of strong oral and written communication skills
- Leveraging any relevant personal contact in target business or industry sectors to which the law firm's and lawyer's skills apply
- Substantive development of distinctive legal expertise and capabilities
- Actively participate in networking forums relevant to expertise and interests
- Attend seminars, client events, and industry events, and client relationship reviews

www.julianmidwinter.com.au

Tel +61 2 9968 4168
Fax +61 2 9960 4480

Suite 16 357 Military Road
Mosman NSW 2088
Australia

Email julianmidwinter@julianmidwinter.com.au

- Develop and implement personal marketing plan
- Participate in specific bids or pitches for business
- Work with partners on specific business development initiatives
- Contribute to development and implementation of marketing tools such as seminars, newsletters, website content, and other relevant items
- Assist in specific bids or pitches for business
- Increase depth and range of client relationships
- Increase understanding of distinctive expertise of other lawyers on the team and describe this to clients and contacts
- Participate in relevant external organisations
- Start to build reputation through articles, speaking engagements, and activity within the industry/professional organisations
- Actively cross-sell other services from firm
- Identify new business opportunities for the firm

Senior Associate

- Be fully familiar with background on the law firm, its range of service offerings, and the expert capabilities of individual team member
- Leveraging all relevant personal contact in target business or industry sectors to which the law firm's and lawyer's skills apply
- Demonstration of substantive and distinctive legal expertise and capabilities
- Leverage networking forums relevant to expertise and interest
- Attend and present at, client relationship reviews, industry events and firm events
- Introduction to business development and client relationship management
- Deepen understanding of the client/s with whom the lawyer and all members of his/her team is working, their business environment, issues and challenges
- Demonstrate sophisticated excellent oral and written communication skills, demonstrate excellent presentation skills
- Participate in specific bids or pitches for business
- Develop and implement marketing tools such as seminars, newsletters, website content, and other relevant items
- Increase depth and range of client relationships
- Work with partners on specific business development initiatives
- Be responsible for writing specific proposals
- Develop and implement personal marketing plan
- Participate in relevant external organisations
- Build reputation through articles, speaking engagements, and activity within the industry/professional organisations
- Actively cross-sell other services from firm
- Identify new business opportunities for the firm
- Regularly contact prospective clients
- Make presentations or pitches to win new business
- Develop new service offerings

Partner

- Deepen understanding of the client/s with whom the lawyer and law firm is working, their business environment, issues, and challenges
- Identify and establish networking forums relevant to expertise and interest
- Facilitate client relationship reviews
- Leverage networking forums to the benefit of the firm
- Lead specific bids or pitches for business
- Develop and implement marketing tools such as seminars, newsletters, website content, client education and new technologies
- Increase range of client relationships
- Increase understanding of distinctive expertise of other lawyers on the team and throughout the firm and describe this to clients and contacts

- Lead specific business development initiatives
- Develop and implement personal marketing plan
- Increase persuasion and selling skills
- Manage marketing activities of other lawyers and coach team
- Participate in relevant external organisations
- Actively cross-sell other services from firm
- Identify new business opportunities for the firm
- Regularly contact prospective clients and convert to business
- Make presentations or pitches to win new business
- Survey clients needs and satisfaction