

# SUCCESS THROUGH SYNERGY



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# ***WHAT SUCCESS THROUGH SYNERGY ENTAILS:***

- The success of the business of every law firm is dependent on how well each lawyer can appreciate the vision and mission of the firm and work hand in hand with the other to bring the same to reality. Success is best and easily achieved when shared.
- Synergy is a state in which two or more things (in this instance, people) work together in a particularly fruitful way to produce an effect greater than the sum. In simple terms, synergy may be expressed as “the whole is greater than the sum of its parts.”



## ***WHAT SUCCESS THROUGH SYNERGY ENTAILS: CONT'D***

- The society today is characterized by a lot of businesses, large and small. Money is scarce. Competition is severe. Law firms must be efficient. All individuals must think “out of the box” and work together if great success must be achieved. Indeed, the importance of synergy to the business development of any enterprise cannot be overlooked.
- **Embracing the spirit of teamwork, how can a law firm's business develop?**



# ***SPIRIT OF TEAMWORK AND THE EFFECT ON BUSINESS DEVELOPMENT***

## ***1. Take A Broad View of the Attorney-client Relationship***

What keeps clients happy? Timely and great results! Yes, they want wins in litigation, and successful transactions on the corporate side – but the lawyer-client relationship involves so much more.

Being someone's lawyer means having their back and getting the job done, whatever the obstacles, whatever is required. You are there to be of service. Succeeding in that – particularly in the tough, important matters that we all strive to be a part of – will surely result in a friend for life.



## 2. *It's All About Teamwork*

An aspect of teamwork is grooming future team leaders – in other words, mentorship. Mentorship must be organic and not forced, according to Dr 'Kemi Pinheiro SAN. He Mentors junior colleagues by including them in as many client interactions as possible, modelling good behavior during those meetings and calls, and explaining why he did what he did afterwards.



### ***3. Cross-practice Collaboration***

As the general counsel of a Fortune 100 company explained, “Despite what they think, most individual lawyers are actually quite replaceable. I mean, I could find a decent tax lawyer in most firms. But when that lawyer teamed up with colleagues from IP, regulatory, and ultimately litigation, I couldn’t find a whole team substitute in another firm.”

E.g. NGC transactions



## **4. *Partners And Team Leaders***

- Stop hiring jerks
- Further, secondment programs between offices designed for very senior associates or junior partners are some of the best ways to build bridges



## **5. *Plan Strategically***

The most successful firms are those with a clearly defined business development strategy that encompasses the types of problems they can solve for the types of organizations they want to work with. Getting everyone on the same page is essential; they can then be better equipped to go into networking opportunities with the information they need to target key opportunities.





## 6. *Be Proactive*

Since lawyers are in the business of solving other people's problems, they are used to being approached by a client rather than the other way around. But by proactively identifying potential problems, along with solutions, they can prove indispensable to organizations that may not otherwise have thought to brief a law firm.

Being proactive includes staying in touch with clients that have gone quiet. A quick note once a quarter or twice a year can let them know they are still top of mind even if you're not billing them.



## ***7. Network Effectively***

- Reconnect after the event with a thoughtful and prompt follow-up
- Connect others where you can without expecting anything in return
- Invest time in current and potential clients.



## **8. *Have A Tailored Proposal***

It is important to realize that each client is different. To win the work, there is need to adjust to each client's preferences. Law firms will need to uncover the value factors the client sees as appealing and deliver a highly tailored proposal



## 9. *Create A Helpful Website*

- A very good step in marketing is setting up a website. The site should showcase what you do. Meaning, it should clearly state your specialty and your niche. If you offer several different services within your type of law, outline them very clearly.
- But your website should also offer something else to potential clients – helpful resources. This could mean offering a free e-book or even just a list of links for people looking for general information within your area of expertise.
- Offering these **resources** will bring more people to your website. And those people are more likely to need your services at some point since they are already looking for resources on similar topics.



## ***10(a) Get Out From Behind Your Desk***

- If there's a pattern in the most successful business development tactics, it's that the top 10 involve getting out from behind your desk and having meaningful conversations or meetings with clients. On the opposite end of the spectrum, the bottom 10 tactics are all about nurturing several relationships at once. In other words, the most effective tactics are ones that are personal and targeted, not generalized for mass audiences.



## ***10(a) Get Out From Behind Your Desk: Cont'd***

- Knowing this, it's important that your attorneys make time to visit their clients face-to-face, take key clients out to dinner, or even attend industry events. This allows your team to regularly have conversations with both existing clients and new prospects. While the bottom 10 tactics are important for brand awareness and engagement, they don't necessarily bring in the kind of revenue that actual face-to-face conversations can.



## ***10(b) Start With Contemporaries when Building Your Referral Engine***

- Focus on good lawyers who are your contemporaries when getting in touch with potential sources. More experienced lawyers already have people to whom they refer cases.”



## ***10(c) Make Referral Generation Part of Your Routine***

Contact three of five potential referral sources a week - every week, regardless of how busy you are - and arrange to meet for drinks or a meal. That works much better than reaching out only when business is slow.





## ***10(d) Perfect Your Pitch***

A well-defined elevator speech is a key component of a successful business development plan. In roughly 30 seconds, you should be able to explain who you are, what you do, where you do it and why. Make sure you craft and perfect your elevator speech. It will be one of the best tools to carry with you throughout your career



## ***10(e) Network with Purpose***

The only objective of networking should be to set up meetings with those who you think are in a position to buy your services. It is unlikely that you will be instructed until you have sat down and met with those who are in a position to give you work. All your marketing should be geared towards engineering opportunities to have meetings with decision-makers. Only by having formal meetings can you really understand an individual's needs and put forward your proposition for addressing these, or in the case of the 'challenger sales model', challenging the client's thinking by teaching them about an aspect of the business that they had not previously recognized/understood



## ***11. Enter Every Meeting Prepared***

Before meeting someone you'd like to have as a client, research their business to get a better sense of potential legal needs. Also, read quarterly reports, check out websites and do a Google News search to see what stories have been published about the business.



## **12. *Make Yourself Memorable***

Your firm's holiday card is probably one of many that clients or potential clients receive. Find another holiday (e.g. Independence day, Easter etc.) that you enjoy and that complements your practice. Separating yourself from other similar messages is of real value.



## 13. *Make Yourself Visible*

- Attend conferences
  - Speak on a panel if you can
  - Write articles for publications
- There's no one single thing that you can do to market because it has to be multifaceted, but you can become influential in an industry with planning and perseverance.



## 14. *Create A Mailing List*

Getting out of the office and establishing new relationships is key. However, the job doesn't stop there. Gather those business cards you've collected and create a mailing list of contacts. Include new acquaintances, as well as law school classmates, college friends and former colleagues. These are people to who you'll send future announcements about your career, opt-in forms for your own e-newsletter and notices of your new blog."



## **15. *Publish A Compelling Newsletter***

Don't bore email subscribers with firm news they don't care about. Tell them something they didn't know."



**REMEMBER,  
BEST WHEN  
Howard Schultz**

**SUCCESS IS  
SHARED!-**

**WE ARE UNSTOPPABLE  
TOGETHER!!!**



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*Thank You*