

I Want My Attorneys to Act More Like Salespeople (along with everyone else, too)

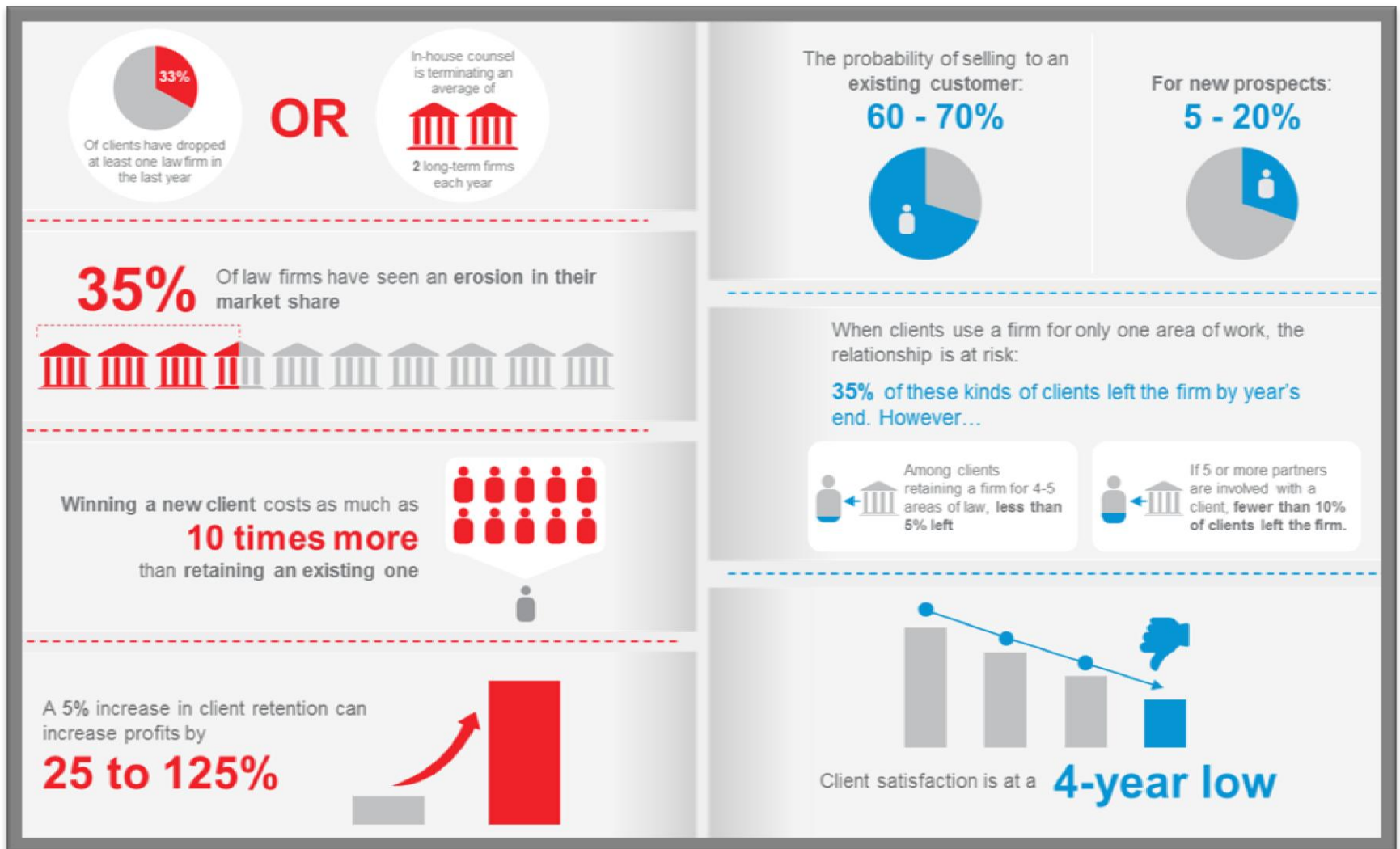
New Tools & Tactics that Let More People Be “Rainmakers”

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LexisNexis

Consider ...

- Why Rainmaking is More Important Than Ever
- Getting the Strategy Right
- CRM's Role in the Mix
- Social CRM as an Enabler

When Stats Attack



Who is Responsible for Rainmaking?



Everyone lives by selling something

- Robert Louis Stevenson

Everyone has an important Rainmaker role



Rainmaking Doesn't Need to be Like This!

<http://www.youtube.com/watch?v=Lteq60AVH0M>

The New Rainmaker?

rainmaker: *n. informal*

One who is known for achieving excellent results in a profession or field. A company employee who creates a large amount of unexpected business

- Economic conditions + technology capabilities combine to create new ways to identify and develop business opportunities
 - Adding new work with existing clients
 - Leveraging practice strengths to address new clients
 - Understanding profitability metrics behind current business (do more of this, and less of that)



An Opportunity Continuum

**Not everyone is ready to make a lot of rain
... today**

Given the diversity of legal practices and firms,
plus a good dose of business and economic reality,
development efforts will fall on a continuum of capabilities



Ad hoc / broad-based marketing tactics
No dedicated staff
Limited technology / applications
Modest budgets

Rainmaker Forecast: light, spotty mist

Plan and strategy for business
Dedicated / focused personnel
Leading edge technology / applications
Funding commitment to deliver results

Rainmaker Forecast: deluge

Some Firms Have Made Major Moves

Are any firms already doing this?

At present, [DLA Piper](#) – whose revenue grew 14.6% last year as the firm rose to become the second highest grossing law firm in America – maintains a [dedicated sales division focused on cross-selling to](#) their existing client base. What I am suggesting would include this initiative but **go much further** – to include a primary focus on the identification and pursuit of new potential clients based on commercial opportunity, supported by a proactive business development operation focused on creating a pipeline of new prospective client leads and shepherding those leads to the close of new business.

Source: International Business Development, September 8th, 2012

Rainmaking is a Strategy

**Firm Strategic
Priorities**



**Business
Development Plan**



**Tactics and
Technology**

Getting The Strategy Right

Five Steps to Develop Your Rainmakers

Leadership Mandate & Backing

- The Charter and a Real Job Description
- Resources
- Access to key players and information



Important

Without Step 1, accomplishing Steps 2, 3, 4 ... is difficult, but not impossible



Five Steps to Develop Your Rainmakers

Technology Tools of the Trade

- CRM solution – at the heart of BD: Core capability doesn't need to be high end; it does start your technology deployments
- Business Intelligence: Broadens perspectives ... understand your client's business
- Analytics: Enables detailed planning , “what if” scenarios and understanding drivers



Step 2 is also a continuum

Deploy whatever you can, as soon as you can, to empower your people and the firm



Five Steps to Develop Your Rainmakers

Rollout / Reinforce / Repeat

- Remember the Human Element in the mix
- It's a combination of people, technology, processes and systems
- Getting “buy in” is critical, as is detailed training
- Everyone needs to understand the “why” as well as the “how” of any new steps
- Reinforce the value and end game ... constantly.



Leverage every early success to encourage good behavior

See, it works!!! Let's keep it up



Five Steps to Develop Your Rainmakers

Share Information Liberally ... as much as your internal "rules" allow

- Practical considerations govern the degree of information transparency
- Management access versus general access
- Details for “my” clients versus the “firm’s” clients



Share what you can

Knowledge truly is power; more really is better; and success does breed success



Five Steps to Develop Your Rainmakers

Set your KPIs (Key Performance Indicators)

- Deciding what to measure is really important:
 - Broad business objectives for the firm
 - Granular details tied to individual initiatives
- Baselines are needed to determine change
- Measuring and quantifying are necessary “evils” for making improvements and determining what happens next



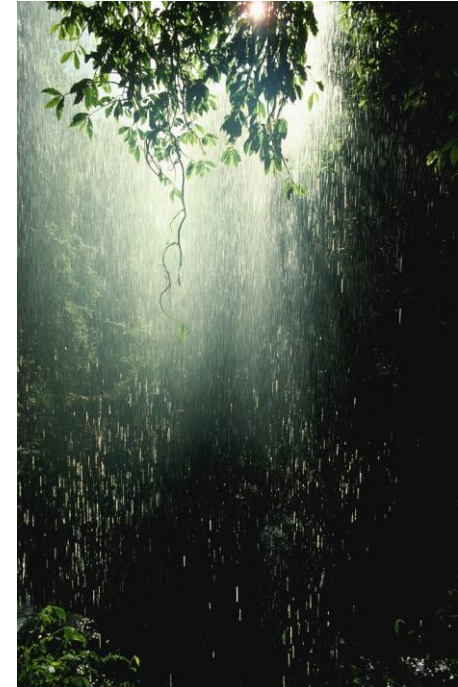
What you measure gets done



Knowing You're on the Right Rainmaking Track

Proofpoints

- New people and functions gain a seat at the strategy and planning table as valued partners
- Increased focus on the client's issues, concerns and measurements of success (instead of the firm's)
- “Business” is good; new opportunities and sources surface regularly

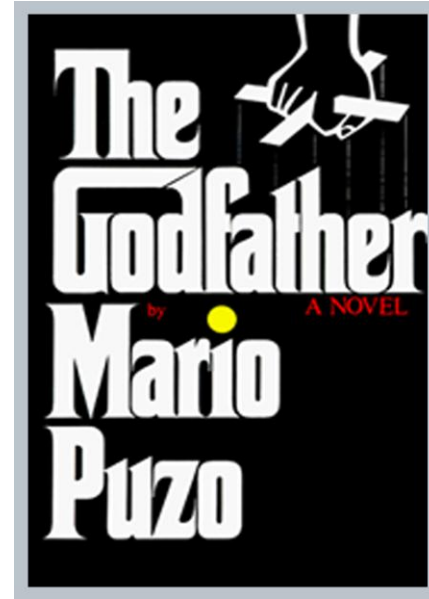


One extra step Rainmakers follow ...

Make It Personal!

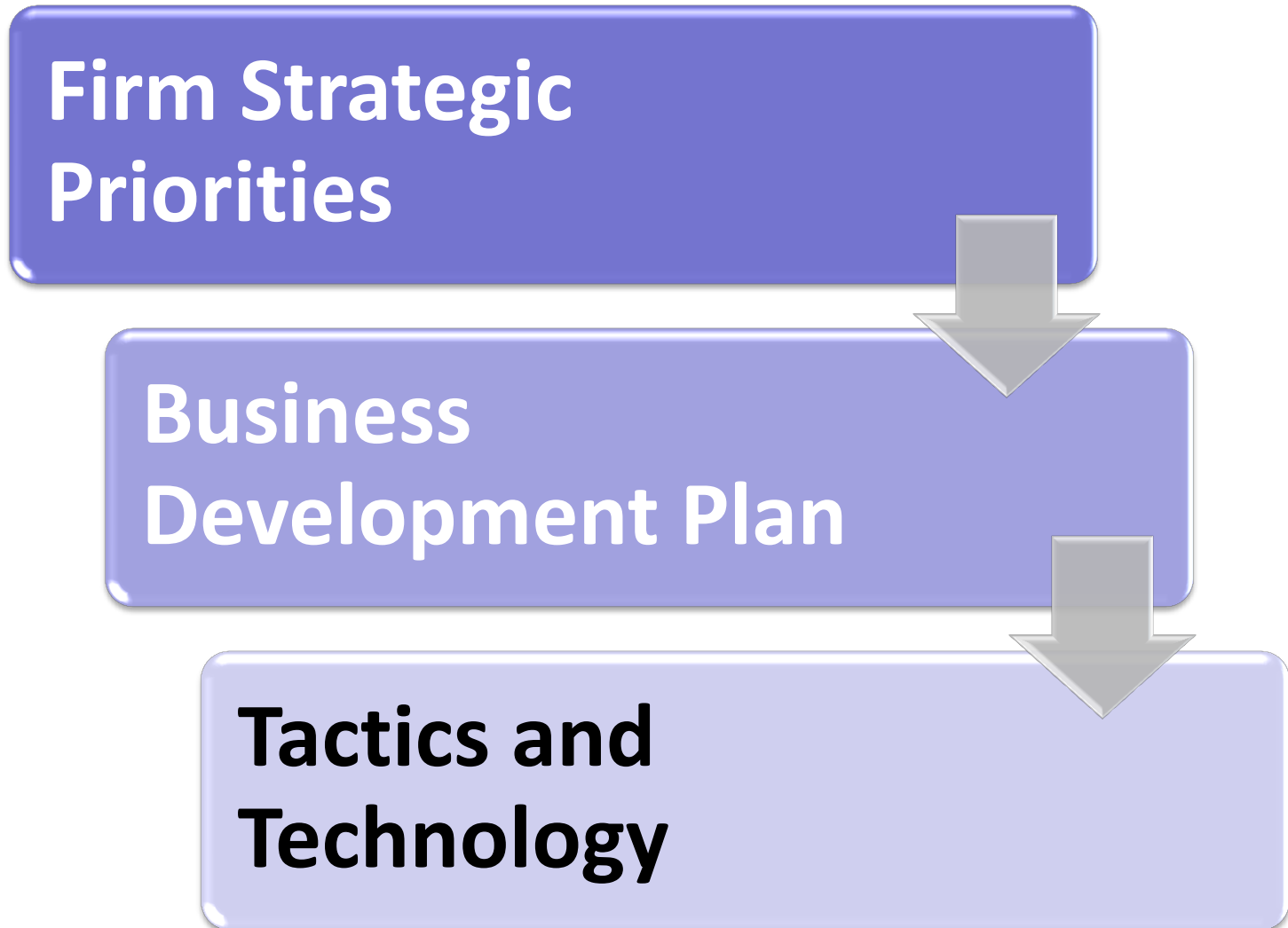
“...don't let anybody kid you. It's all personal, every bit of business”

– Mario Puzo,
The Godfather

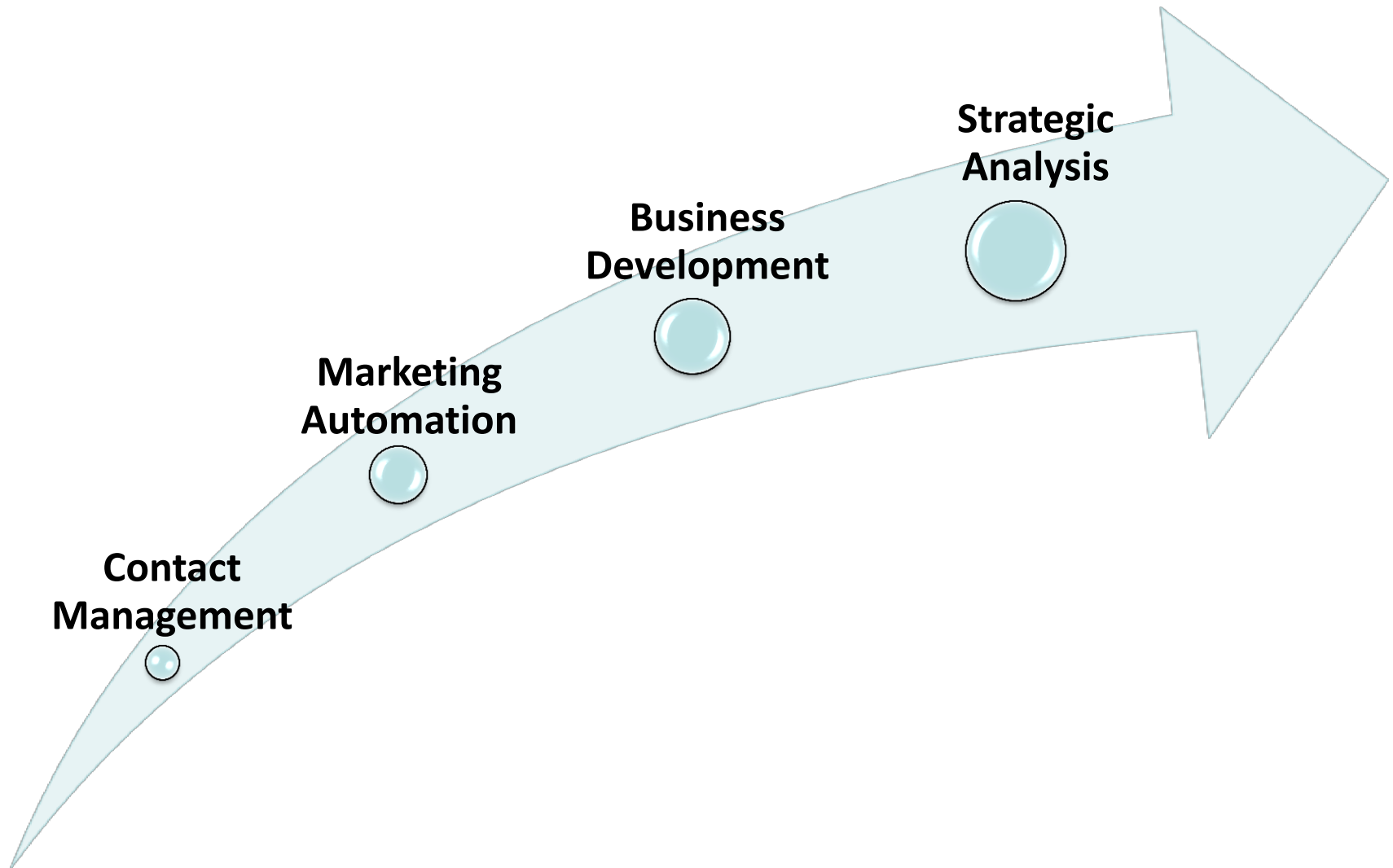


How Can CRM Assist?

CRM as Part of the Strategy



Accelerate Along the CRM Value Curve

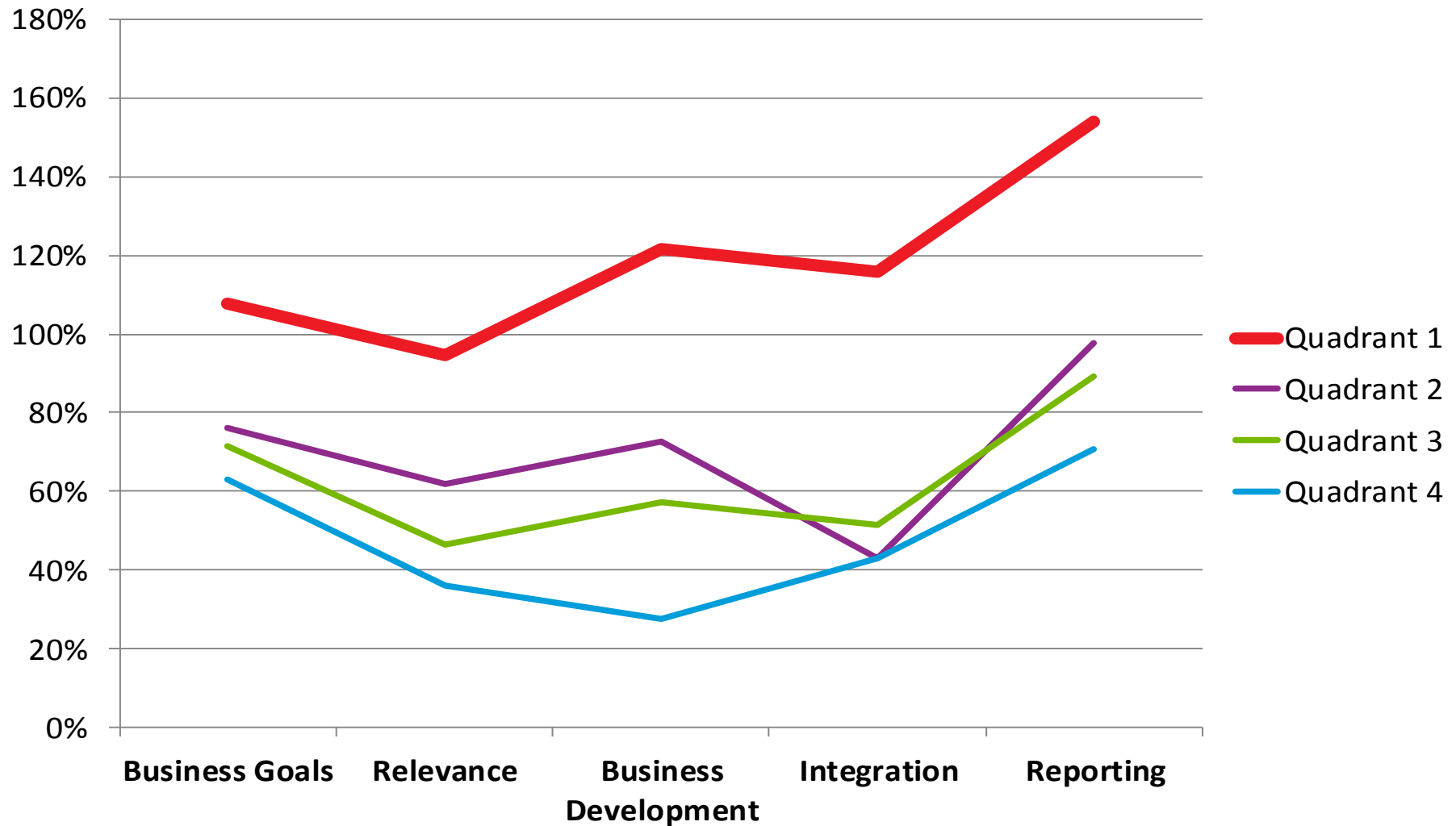


CRM – Key Success Indicator Audit

14 Success Measurements

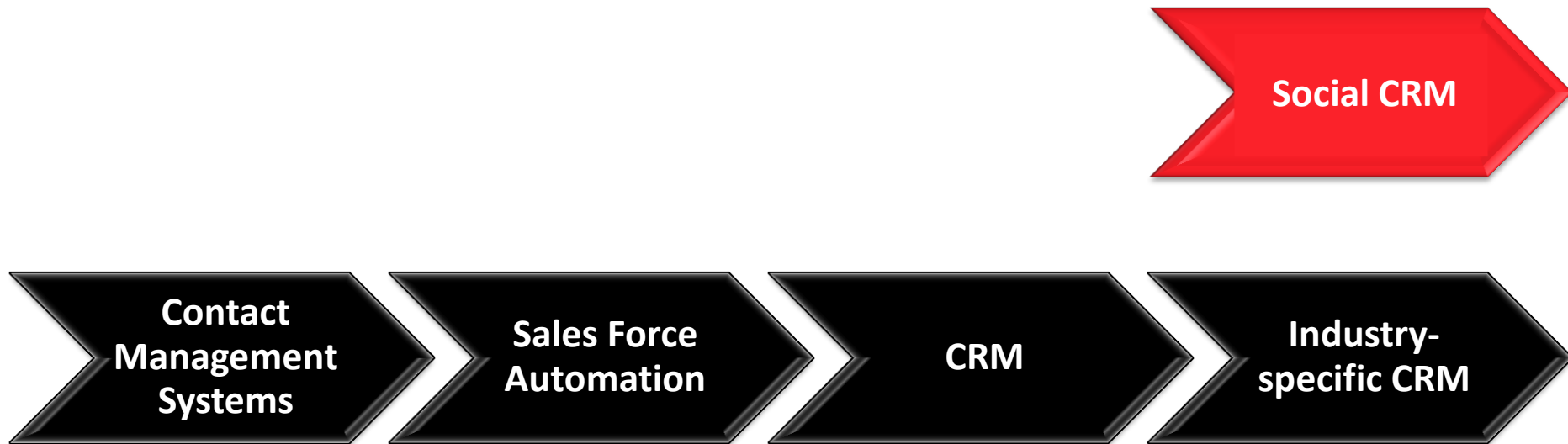
**Segment firms based on impact
“Who Makes More Rain?”**

KSI Audit Results versus Benchmark



Social CRM As An Enabler

An Evolutionary Step for CRM





In The Social Media Age ... Being Personal Is More Important Than Ever!

Social CRM Defined

“Social CRM is a philosophy and a business strategy, supported by a technology platform, business rules, workflow, processes and social characteristics, designed to engage the customer in a collaborative conversation in order to provide mutually beneficial value in a trusted and transparent business environment. It's the company's response to the customer's ownership of the conversation.”

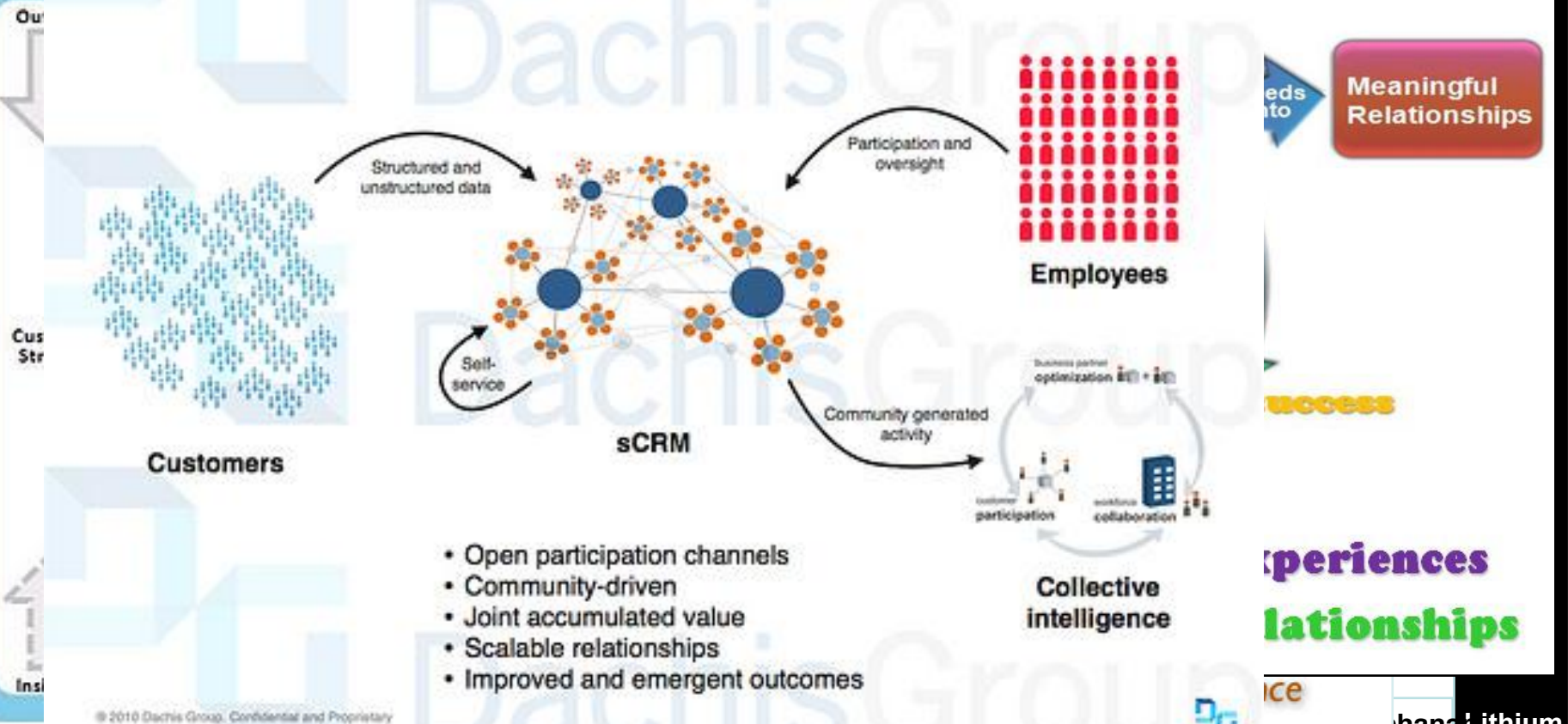
– Paul Greenberg quote from: http://en.wikipedia.org/wiki/Social_CRM

Social CRM Defined

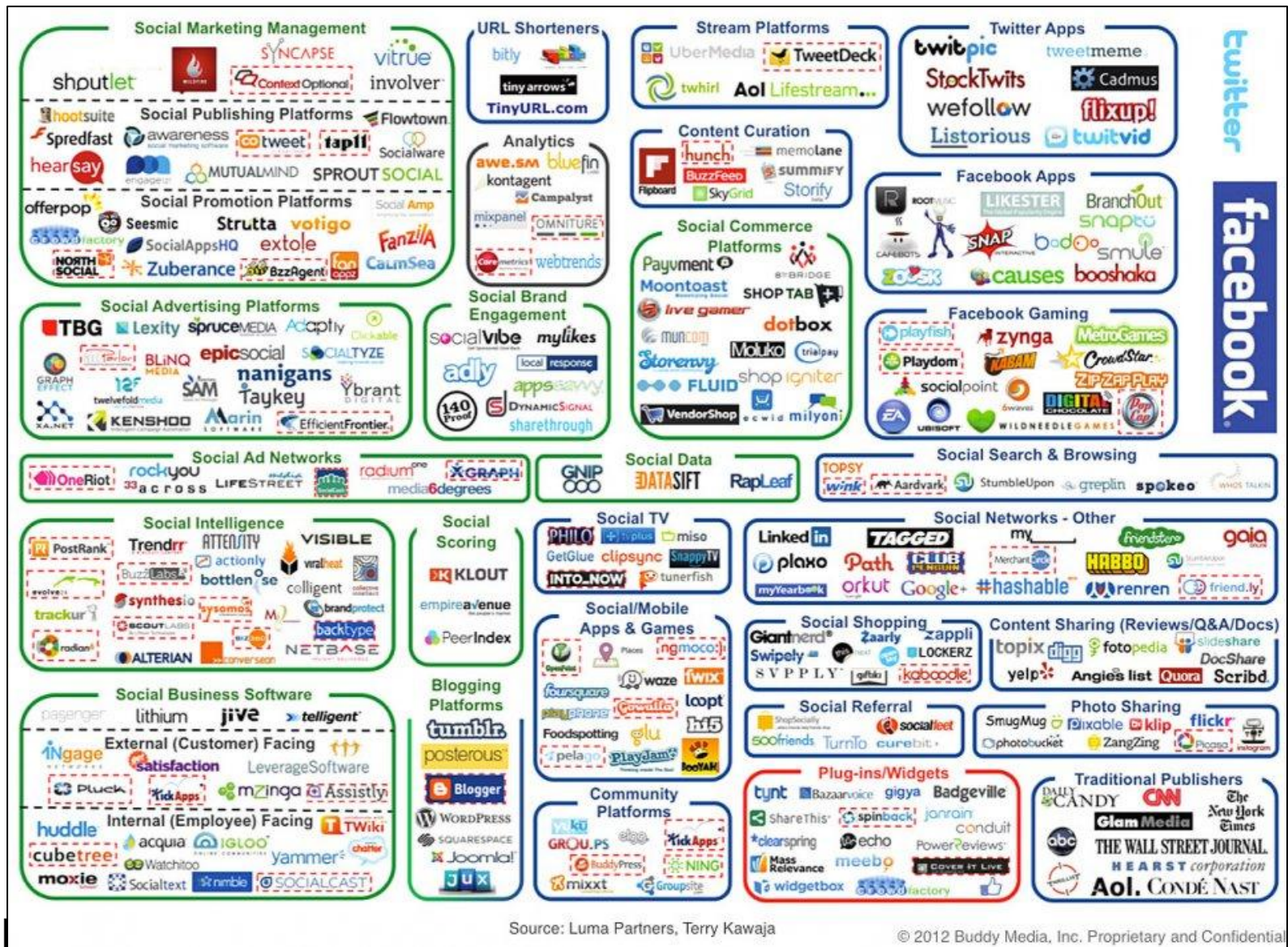
The Social Business Front Line:

Dachis Group | Social CRM

Visualizing the Social CRM ecosystem



The Social Media Marketplace is Confusing



Source: Luma Partners, Terry Kawaja

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... Unless You Have a Strategy and a Plan

**Firm Strategic
Priorities**

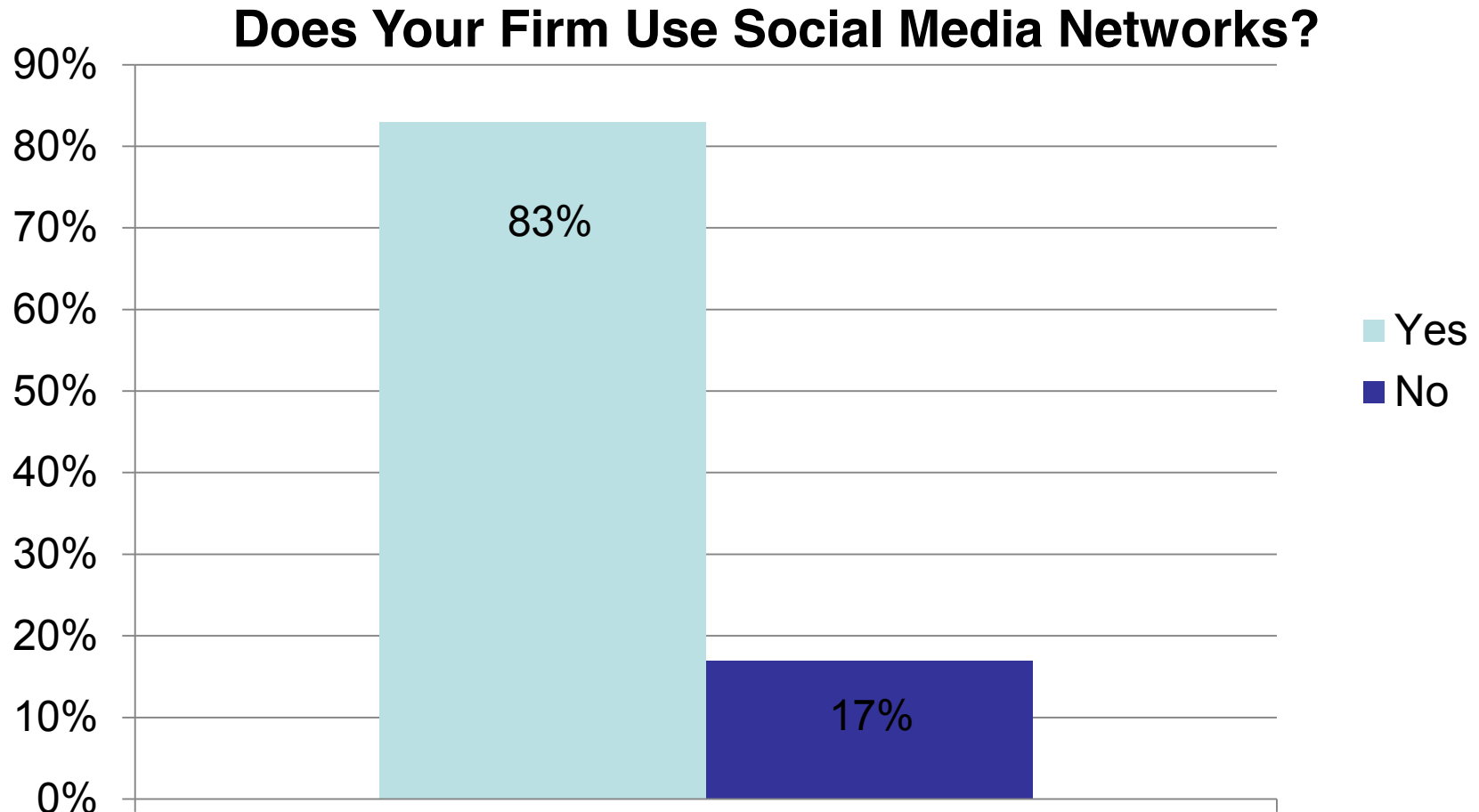


**Business
Development Plan**



**Tactics and
Technology**

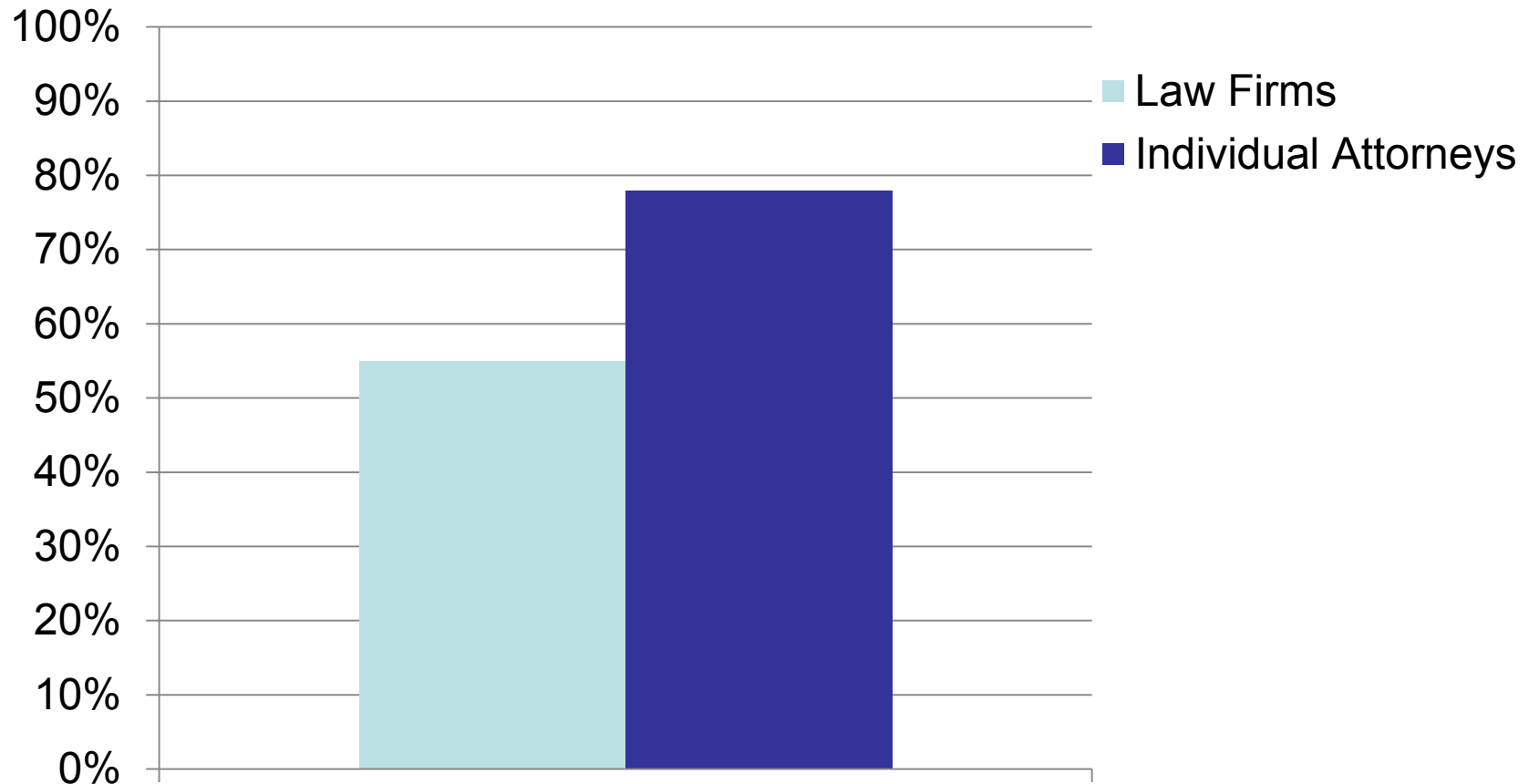
Already, Big Interest Among Law Firms



Source: ALM Legal Intelligence:
Fans, Followers and Connections – Social Media ROI for Law Firms: February 2012

Individual 'Rainmakers' Are Taking The Lead

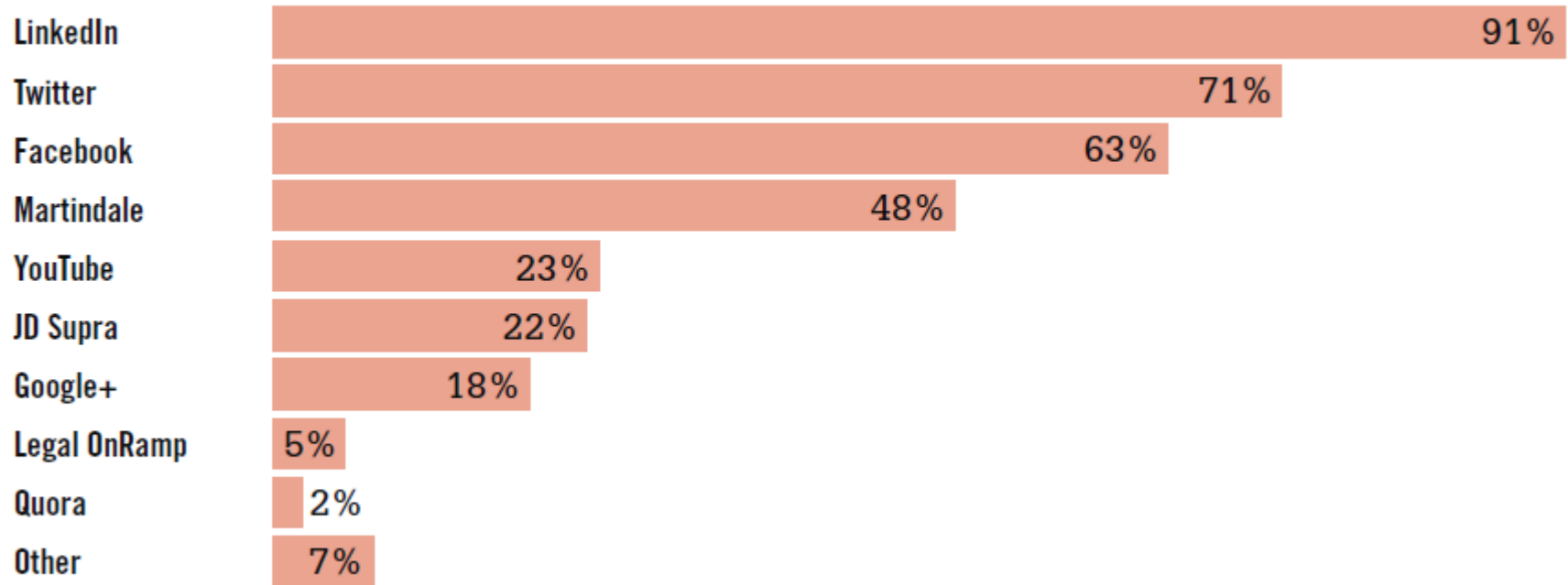
Maintain Presence in Online Community / Social Network for Professional Purposes



Source: 2012 American Bar Association Technology Survey Report

Some Preferred Platforms Are Emerging

6. Which of the following networks does your firm participate in? Choose all that apply:



Source: ALM Legal Intelligence:
Fans, Followers and Connections – Social Media ROI for Law Firms: February 2012

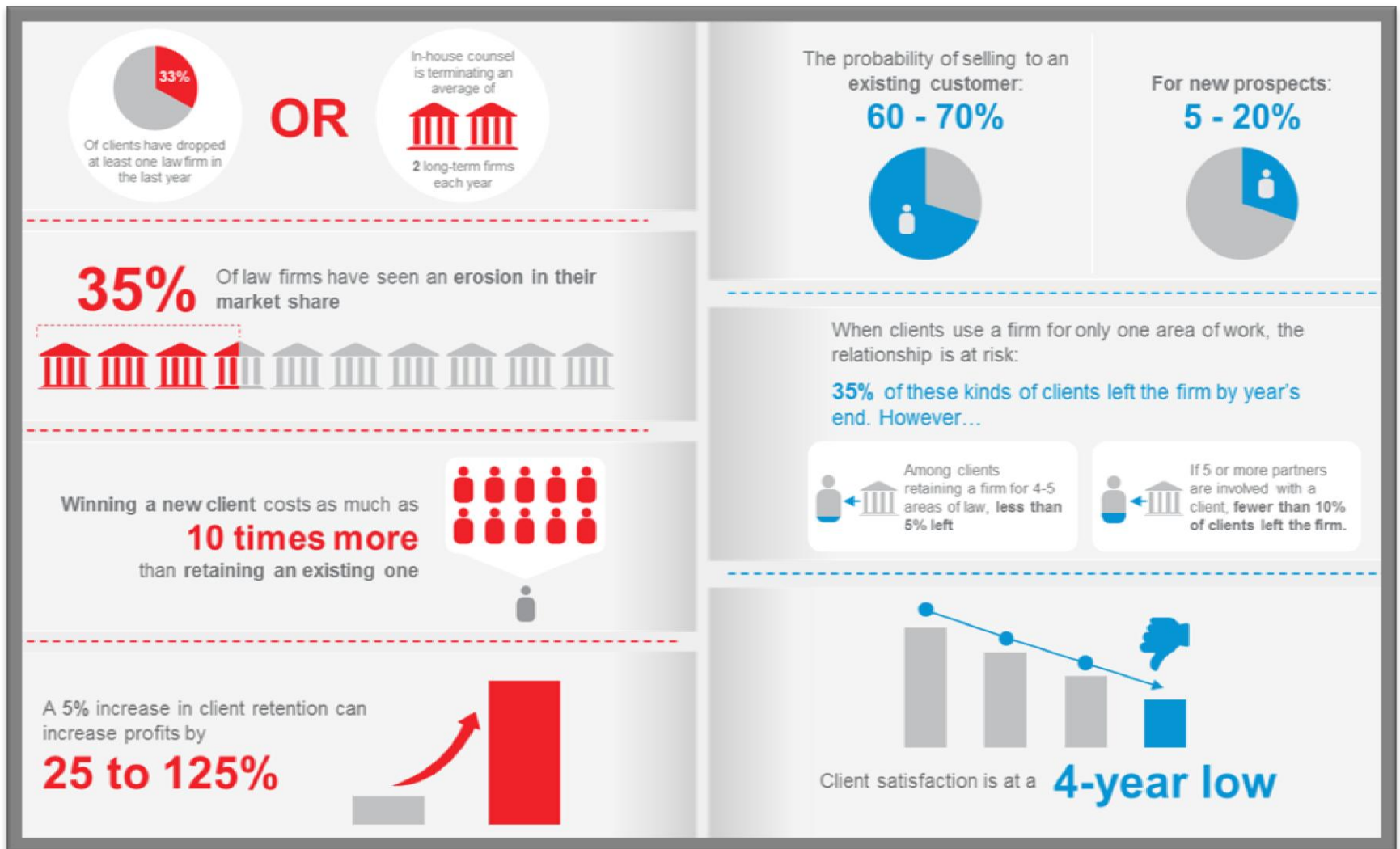
How Can We Take Advantage of This to Make More Rain?

“We have technology, finally, that for the first time in human history allows people to really maintain rich connections with much larger numbers of people.”

– Pierre Omidyar, eBay Founder



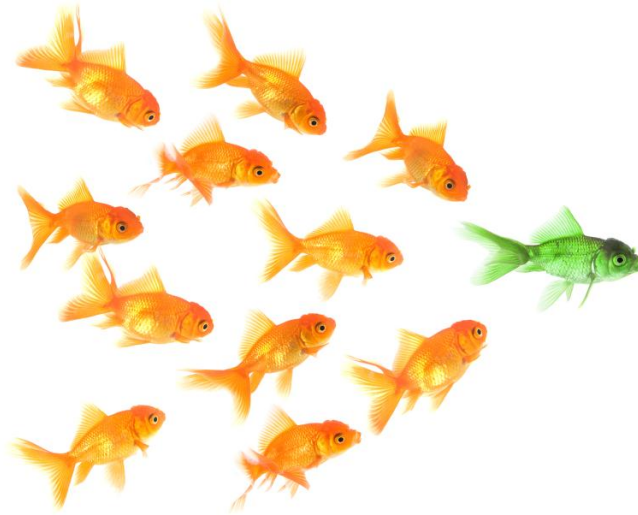
Remember Why This is Important







Developing Thought Leadership



Make It Personal Make More Rain

Anticipate

Target

Connect

Prompt

Guide

**Collect
&
Analyze**

A wise man once said ...

***“Figure out the people part
and the technology gets a
whole lot simpler.”***

Seth Godin
best selling author



Thank You!

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