

Legal services demand growth is flat. Firms have to serve existing clients better.



All timekeepers
Billable time type: non-contingent matters

Source: Thomson Reuters Peer Monitor

Selling more services and cross-selling to existing clients is the most effective way to grow revenue.

Selling more of the same services to existing clients:



90% say its effective

10% say it is neither effective nor ineffective

Cross-selling new services to existing clients:



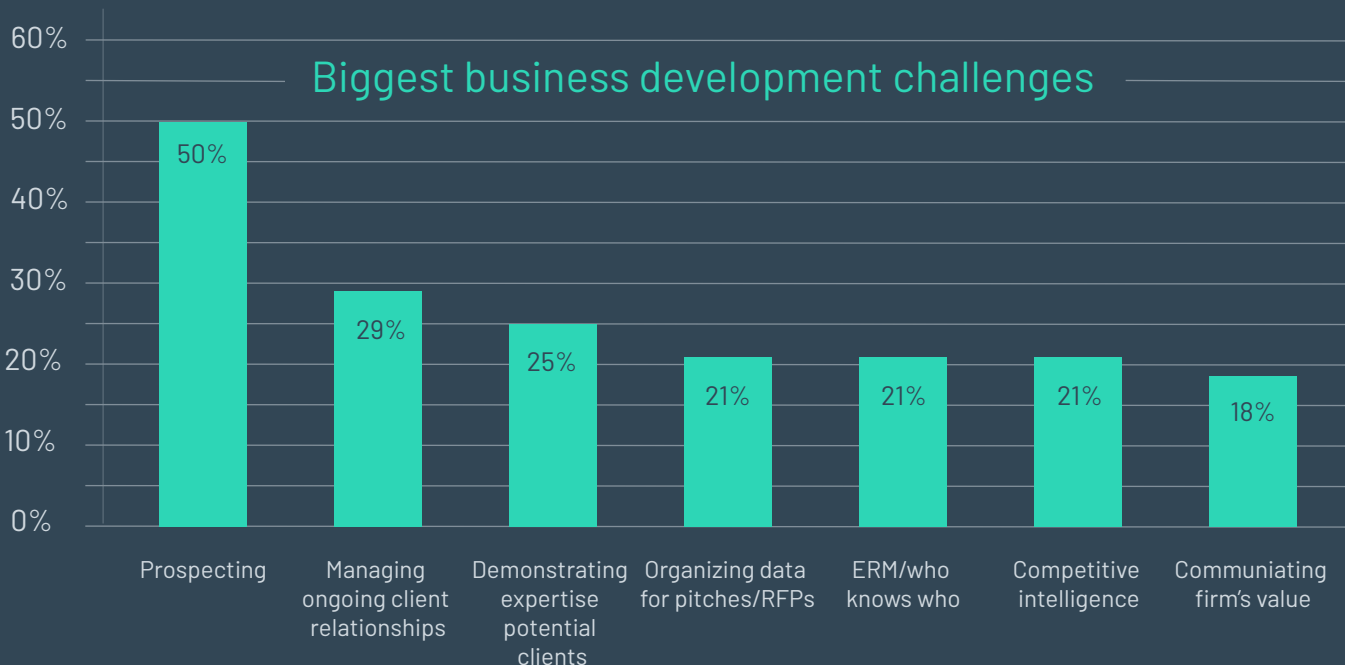
92% say its effective

8% say it is neither effective nor ineffective

Source: ALM Law Firm BD and Marketing Survey

So how can you grow key client relationships and share of wallet?

By selling clients on your lawyers' expertise



Speaking engagements



RFPs



Thought leadership

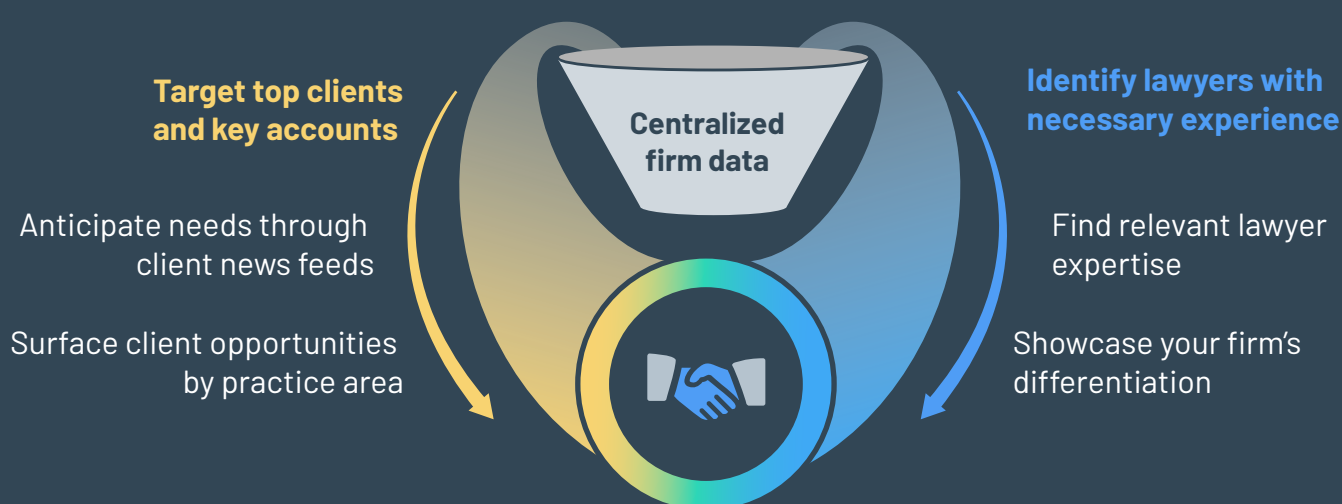


Pitches and proposals



Directory and award submissions

And it starts with capturing lawyer experience at scale using a zero-entry data capture approach



Grow business with existing clients!



[LEARN MORE](#)