

Getting Started with Key-Client Planning



Following the 1-2-4 Rule*, it takes lawyers 4 hours to develop work from new clients, 2 hours from former clients, and only 1 hour from current clients. Firms can easily fall behind their competitors as their lawyers are forced to use more of their time pursuing new business, with marketing merely supporting proposals rather than pitching opportunities to existing clients using data-driven insights and recommendations.

Key-client plans build the foundation for a better client experience by creating a tailored approach to strategy, origination, and execution of engagements. With the right technology in place, marketing teams can rapidly access client data that allows their firms and lawyers to stay ahead of client demands and anticipate their needs. By leveraging critical information across the client lifecycle, key-client plans foster smart collaboration, utilizing client intelligence to identify lawyers who can best serve key clients and create cross-selling opportunities.

Complete this brief outline to get started on developing your own key-client plan:

Key-Client Plan

Client:

Relationship Owner:

Date:

Key-Client Team:

Client Strategy and Industry Drivers

What is the client's strategy?

Where do client leaders want to be in 5 years?

What market-driven problems is the client facing? (e.g., economic, competition, legal)

Is the client primarily focused on cost or revenue?



Key-Client Plan (continued)

Client Overview and Relationship History

How long have we worked with this client?

What matters are open or recently completed for this client?

Which practices are handling these matters?

How have we shown value?

Where are our next opportunities, based on the client's strategy?



Put the power of key-client planning to work for your firm, and seize incremental marketing and business development opportunities with **OnePlace for Marketing & Business Development.**

* The Golden Opportunity of Legal Cross-Selling, Nixedonia, February 2018.