







Research sources

- industry studies re buyer behaviour and satisfaction - insurance, public sector, local government, large corporate, banking and finance, property
- 200+ interviews with large legal consumers
- consumer focus groups
- private client surveys
- consulting practice - advice, strategies, campaigns, evaluation

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Business development challenges

- Specialisation undervalued in many segments
- Variable recognition, visibility of accreditation
- Low participation by stand-out experts within some streams
- Rarely key selection criterion by big, powerful consumers
- Law firms, and their Accredited Specialists, often send fuzzy messages

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A bold assertion ...
Many are underwhelmed by the business development benefits of accreditation.

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“A great thing to do, but it hasn’t made a big difference to my demand for my services.”

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A further bold assertion

Many - maybe, most - haven’t fully leveraged the immense business development potential of their Specialist Accreditation.

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What clients really want ...

...expert passion applied in their interests

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expert
+ passion
applied in their interests

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Strategies, tactics, tips

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Determine to specialise

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Understand markets

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Differentiate

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Behave strategically

- Be clear about the “sweet spot”
- Adept with the word “no”

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Drive demand

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Raise profile

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Work networks

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Referrals centre-stage

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Communicate

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Collateralise

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Business development skills

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Work to a sales plan

... the "s" word

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Questions ?

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Introduction to open forum

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Break out exercise

- Streamed break-out groups
- 20 minutes (4.00pm to 4.20pm)
- Reconvene at 4.20pm here
- Report/recommendations from each stream

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Streamed break-out groups

- ✓ Business *Here – near door*
- ✓ Property - residential *MacMasters*
- ✓ Property - commercial, industrial *Here*
- ✓ Local government *MacMasters*
- ✓ Commercial litigation *MacMasters*
- ✓ Personal injury – plaintiff *Here*
- ✓ Personal injury – defendant *Here – far side*

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Your task

**Three things you can do to
achieve the biggest wins
in terms of sustainable profits
from your Specialist Accreditation**

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Your task

Three things you can do to achieve the biggest wins in terms of sustainable profits from your Specialist Accreditation

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Business

Biggest wins and sustainable profits from Specialist Accreditation

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Business

Biggest wins and sustainable profits from Specialist Accreditation

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Local government

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Commercial litigation

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Personal injury - plaintiff

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Personal injury - defendant

Biggest wins and sustainable profits from Specialist Accreditation

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Round up:

Building your practice and profits with Specialist Accreditation

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