

Strategic client research

Legal and other expert professional services providers benefit enormously from taking the important step of investing in gaining insights into the attitudes, beliefs, organisational cultures, and buying behaviours of their clients.

Quality strategic research invaluablely informs development and management of lasting and profitable client relationships and underpins effective business development initiatives. In-depth attitudinal research with selected clients is essential input to strategic planning, organisational change, and client relationship management.

Julian Midwinter & Associates has well honed skills and a wealth of experience in qualitative research with clients of lawyers and professionals providing expertise and service in high-value client relationships.

In collaboration with your team, we will tailor research and scope project and reporting strategy and options to suit your clients and key areas of interest.

JMA will work closely with you to implement the plan and achieve your strategic objectives on time and on budget. Our services extend to providing you with comprehensive advice, support, and collateral to:

- enlist client participation
- disseminate information gleaned from research
- constructively respond to findings
- integrate client insights into your performance management, professional development and career progression programmes
- develop and introduce strategies to improve client relationships
- help you to obtain additional business, increase profits, and improve competitiveness
- identify opportunities for leveraging strategic advantage.

Julian Midwinter & Associates vast experience in the field of strategic attitudinal research has produced enormous benefits for our clients. Advantages you can expect include:

- candid observations and comprehensive feedback from your clients
- substantial improvements in your capacity to retain and grow selected accounts
- strong positive reactions from your clients to the research process itself
- both predicted benefits as well as some unexpected wins.

Universally, our work in this area has been the cause or catalyst for:

- better and more profitable client relationships
- streamlined service delivery
- increased business
- clear competitor analysis
- professional skills development
- better business development
- improved client retention and win rates.

Enlist our support to design a research programme to suit your requirements.

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