

Strategic support for in-firm marketers

We offer a broad range of confidential, intensive coaching and mentoring support services to assist in-house marketing professionals.

Marketing coaching and mentoring support

- rapid access to advice, support and a second opinion as needed
- building and reinforcing business development, internal consulting and coaching skills
- developing business cases and budgets
- strategic assessment of overall marketing effectiveness
- effectiveness assessment of specific business development campaigns and initiatives
- evaluation of marketing collateral.

Our practical approach and long expertise in professional services marketing produces:

- on-the-job skills development for law firm marketers
- early identification of gaps and obstacles and practical assistance to address this
- increased professional capabilities and business effectiveness
- increased growth and firm profitability.

Tenders and proposals

Producing a high-quality proposal or tender document, under great time pressure, can be extremely challenging. To meet this challenge, we offer a mentoring and coaching service to support marketing professionals.

Delivered by high-level, seasoned business developers, the service is an effective investment of time as we offer practical ideas to substantially improve your chances of winning. Whenever helpful we provide access to our vast repository of ready-made resources.

This service is tailored to your internal resources as well as the specific opportunity. Service may cover some or all of these elements:

- campaign planning
- reviewing and advising on overall project strategy
- designing services to address client needs
- planning for effective client and partner meetings
- ensuring documents are convincing
- suggesting alternatives to enhance presentation and impact
- identifying potential gaps and obstacles
- providing practical tips for improved production values
- checking document readability and consistency
- ensuring summaries are concise and persuasive
- challenging assumptions
- streamlining appendix material such as lawyer profiles
- evaluating effectiveness of each campaign.

At the end of the series, a brief management assessment of performance and identifiable future needs is provided.

If you think you would benefit from marketing and mentoring support or assistance, call us on +612 9968 4168 or email julianmidwinter@julianmidwinter.com.au