

CASE STUDY

DO IT ON PURPOSE

The problem

I was called in by a partner in a law firm to talk about their sales and marketing. They have been in the community for decades and are very well established. They get all of their business based on their reputation and good standing.

And that was the root of the problem.

They had a very predictable business but were having problems getting referrals into lucrative class action/mass tort cases.

He wanted to know how to make it happen and had heard that I help with sales and marketing problems like this.

Their Natural Fit

Working with his internal marketing team, his external marketing vendors, and studying the market produced little new information beyond what he told me.

However, I did notice one thing while talking to everyone involved, and that was the absence of a process tied to their stated objectives.

When times were good, there was more marketing, when times were lean, there was less marketing. That seemed to be counterintuitive to what I would expect and that's where this insight occurred. If they knew what to expect from their investment in marketing, they would be happy to spend more in slow times.

They needed a process that could produce predictable results.

We needed a system that tied sales and marketing effort to real results, that was simple to understand and would not interrupt the staff's daily work flow. A system so user friendly that everyone in the organization could determine at a glance how things were going.

A sales and marketing system they could live with.

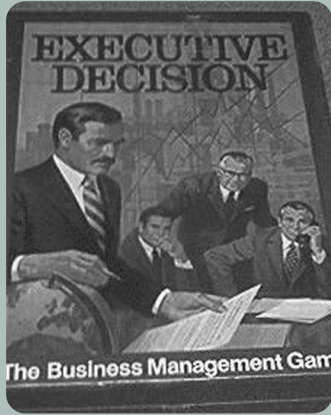
So we built it. The bonus was that it provided lucrative class action/mass tort leads without changing their budget.

The result

Within sixty days there were new class action/mass tort leads being closed. Within six months, business was the best it had been "in recent memory."

Two years later, they are predicting approximate case loads months in advance and they have a process for evaluating new marketing opportunities.

The partner tells me that for the first time in a long time he feels like things are happening on purpose and business has never been better.



IN BRIEF

Law firm looking for leads in lucrative new markets.

My unique insight is that they needed a decision process to evaluate new opportunities.

We created a system that fit their organization.

Immediate uptick in target leads, cases and clients.