



Case Study: National Law Firm

“Unfair Advantage is the right solution for any professional services provider that needs to stimulate and guide partner business development efforts. We have seen a positive return on investment and our attorneys are more consistent in their business development activities.”

Firm-Wide Managing Partner, National Law Firm

Prominent Law Firm Launches “Building Client Relationships” Program Nationally to 100 Partners

HIGHLIGHTS

- Created almost \$3 million in incremental revenue
- Worked with over 100 attorneys nationwide
- Implemented program across 9 offices
- Expanded cross-selling amongst offices and practice areas
- Increased face-to-face meetings with decision makers and influencers
- Increased business development activity at the individual and practice team levels

About the Firm

This national law firm is committed to providing superior and distinctive client service through its unique, cross-disciplinary Client Team approach. Their core areas of Capital Markets & Finance, Technology, Global Energy, Telecommunications and Litigation rank among some of the top in the legal industry. With a 100+ year history, their legal team has built its brand serving some of America's largest companies.

Business Challenge

With the competitive legal landscape shifting, the Firm implemented a successful client team model nationwide. However, they faced a challenge in creating consistent business development skills and activity to achieve revenue targets while continuing superior client service. The firm knew that tackling this challenge was a key component to their long-term growth strategy.

Unfair Advantage Solution

The Building Client Relationships (BCR) Program was designed to custom tailor a business development plan to each attorney's skill and current activity. Through a unique model that integrates group skills development with individual strategy sessions, attorneys walk away with business development knowledge, habits, skills and confidence that drive revenue. The BCR program works *every time* due to the customized solution, joint goal setting and the progressive rollout of business development principles.

Results

The program has been so successful the firm has established a nationwide initiative to have key partners participate in this profitable program. We have manufactured a consistent increase in activity across 9 offices that is leading to new clients, new matters, cross selling opportunities and revenue. From serving over 100 attorneys, the firm has seen an increase in \$3 million from incremental revenue.

About Unfair Advantage, Inc.

Unfair Advantage (UAI) assists professional services firms in implementing their business development, client team, cross selling and practice team initiatives. Our core expertise is in the execution of business strategy. Based in Los Angeles with offices in Silicon Valley and Nashville, Unfair Advantage, Inc., is led by a team of professionals with tours of duty at Netscape, Adobe, MP3.com, Nextel, Metricom, Centura Software and Lycos. The company is privately held and majority owned by Southwestern/Great American Opportunities, Inc., a 149-year old marketing and distribution company, based in Nashville, TN. For more information, please visit www.unfairadvantageinc.com.

