

HELPING
CLIENTS
SUCCEED.

CASE STUDY

FLAT GROWTH INFLATES TO 6.5% AT INTERNATIONAL
LAW FIRM

A BIT OF BACKGROUND AND CONTEXT

The client, one of the world's 50 largest law firms as measured by revenue, wanted to enhance its ability to grow business within and across existing accounts and increase long-term profitability. This was an ambitious initiative given the highly competitive nature of the legal marketplace.

WHY THE CLIENT NEEDED HELP

Increased competition had caused revenues to flatten and margins to decline. To reverse this trend, the client needed to develop its attorneys' abilities to expand business across sectors and specialties and increase contribution to growth.

The firm's managing partner acknowledged that often in the legal profession, only a select number of partners sell. He wanted to change that paradigm so all of the firm's attorneys would be focused on ways to grow the client relationship. The goal was to combine world-class legal expertise with professional business development skills to ensure ongoing revenue growth.

WHAT WE ACHIEVED TOGETHER

The client chose to partner with FranklinCovey because of our recognized success with business development transformation in other leading professional services firms. Over 1200 of the firm's global employees participated in our *Qualifying Opportunities*[™] program, followed by 12 weeks of post-workshop videos and activities designed to sustain new mindsets and skills. *Qualifying Opportunities* provides a proven framework that enables participants to understand their clients' needs faster and more effectively and arrive at the solution their clients truly need.

To further embed our methodology in the client's sales culture, FranklinCovey facilitated a session in which managers engaged in hands-on coaching practice. We also certified selected partners as internal Master Coaches to ensure ongoing skills application throughout the firm.

INDUSTRY

INTERNATIONAL LAW

SOLUTION

HELPING CLIENTS SUCCEED[®]
QUALIFYING OPPORTUNITIES[™]

THEIR INITIAL GOAL
WAS 6% YEAR-ON-YEAR
REVENUE GROWTH.
DURING THE FIRST YEAR
OF ENGAGEMENT, THEY
ACHIEVED 6.5%, A HUGE
SUCCESS.



Qualifying Opportunities[™] helps sales professionals learn how to uncover and understand their clients' needs faster and more effectively in order to identify a solution that exactly meets the client's needs. It's just one part of the *Helping Clients Succeed*[®] methodology.

Initially, the attorneys' expertise created a challenge to the firm's new direction. Their traditional mindset was to provide value by dispensing advice and information. To ensure continuous revenue growth, they needed to shift their perspective to seeking first to understand their clients' needs and resources, with an emphasis on eliciting rather than giving information.

FranklinCovey customized a multi-level program to enhance the trust-building skills many of the attorneys already demonstrated. Participants learned to isolate and explore their clients' issues and objectives before offering solutions and advice. They became more adept at asking questions and handling concerns. A new internal mentoring program focused junior partners and associates on their clients' industry and market trends and influences. Armed with new mindsets, skills and tools and a broader commercial perspective, the firm was ready to reverse its sloping sales.

WHY IT MATTERS TO YOU

Partnering with FranklinCovey as part of a long-term growth strategy yielded significant results for this client. Their initial goal was 6% year-on-year revenue growth. During the first year of our engagement, they achieved 6.5%, a huge success after the prior year's flat growth.

FranklinCovey's work with this and all our clients exemplifies our commitment to providing solutions that truly meet the business need. What does your sales organization need to meet or exceed its goals? FranklinCovey can help you achieve sustainable results with its award-winning sales effectiveness programs.

ABOUT FRANKLINCOVEY'S SALES PERFORMANCE PRACTICE

We help sales leaders and learning and development professionals to evolve sales teams, personally and professionally, to enhance performance, achieve sustainable results and gain the ultimate competitive advantage. Through sales training, consulting and coaching, FranklinCovey clients execute consultative selling skills and build capabilities around pipeline growth, rigorous qualification, negotiation, closing, effective sales planning and process, sales leadership and sales management.

MORE ABOUT HELPING CLIENTS SUCCEED®



Helping Clients Succeed® is FranklinCovey's award-winning methodology that teaches sales people how to become remarkably better at the person-to-person aspects of sales. They become trusted advisers to their clients by seeking first to understand their clients' needs and then working together to create win-win outcomes that benefit both sides.

For more information about FranklinCovey Sales Performance solutions, contact your client partner or call 1-888-705-1776. You can also visit www.franklincovey.com/salesperformance.