

Accelerating Partner business development conversations:

5 tips

It's not about you, it's about the client

Reframe the conversation to focus on the client, not you or your firm. As a rule of thumb, 80% of the conversation should be listening to the client and asking about their needs, priorities and focus areas.

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Preparation is Key

Be informed know your client's sector, their market position and read up on recent news.

Beyond General Counsel

Be bold! Ask to meet with stakeholders beyond general counsel to unlock a wider view on the clients' vision for the future. Chief Strategy Officers, Chief Operations Officers are good places to start.

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The Power of Storytelling

Learn how to explain how your firm has added value to key clients with clear quantifiable business outcomes. Have some case studies to hand and avoid technical jargons.

Big Picture thinking

Engage in wider conversations beyond legal. Ask questions about the wider business objectives and current challenges. Active interest and open questions will be enlightening and build deeper relationships.

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