



“Smaller World, Bigger Clients? Delivering Extraordinary Service in the New Economy”

FRIDAY, 4 NOVEMBER 2005
Slide Show

Smaller World, Bigger Clients?

Delivering Extraordinary Service in the New Economy

World Services Group 2005 Annual Meeting
4 November
Mexico City

Strategic Market Shift

Market	Sellers	Buyers
Value proposition	Sellers define	Buyers define
Message	Extrinsic “What do we need to sell?”	Intrinsic “What do clients want to buy?”
Focus	New business	Current clients
Strategy	Marketing communication/ \$ (Shotgun)	Relationships/time (Rifle shot)
Tactic	Cross-selling, targeting	Building share
Expectation	Immediate	Long-term
Differentiation	Low	Potentially high

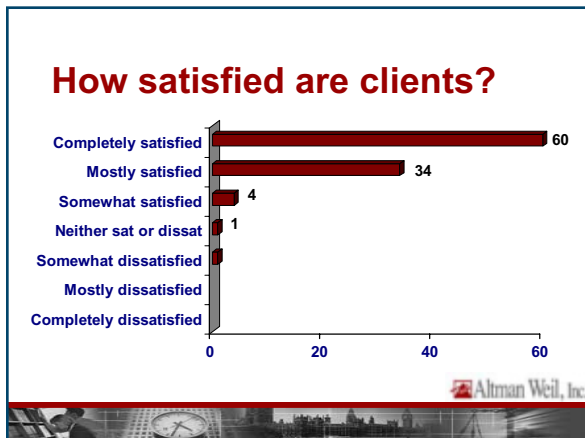
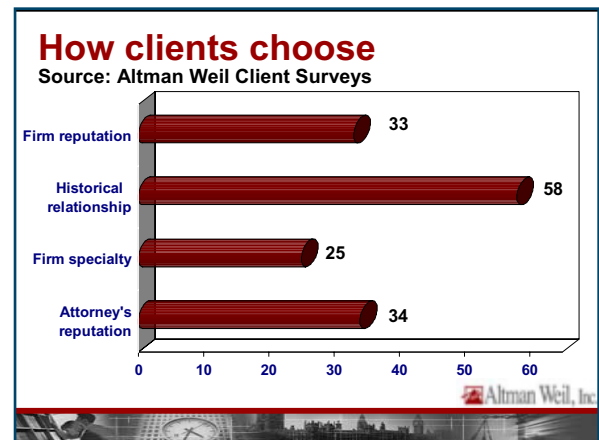
Facts about clients

North America

- They employ 34 firms on average.
- Convergence continuing.
- Increased metrics and accountability.
- Selection factors changing

EU

- 42% decreased spending on law firms.
- 61% outsource for specialty services
- 70% routinely monitor outside counsel.
- 72% use uniform task-based billing



- ### Why are they dissatisfied?
1. Responsiveness.
 2. Failure to control expenses and disbursements.
 3. Mishandled critically important matters.
 4. Lack of desired results.
 5. Unreasonably high billable hours.
- Source: Altman Weil/ACCA 2005 CLO Study
-
-





**“Smaller World, Bigger Clients?
Delivering Extraordinary Service in the New Economy”**

FRIDAY, 4 NOVEMBER 2005

Slide Show

Know the selection process

US

- Expertise
- High quality work
- Lawyer reputation
- Fee structure
- Local market knowledge

EU/Asia

- Expertise
- High quality work
- Local market knowledge
- Languages spoken
- Lawyer reputation

 Altman Weil, Inc.

Know what tools work...

US

- Outside referrals
- In-house referrals
- Beauty contests
- Lawyer articles
- Firm-sponsored conferences
- Internet directories

EU/Asia

- Outside referrals
- In-house referrals
- Beauty contests
- Lawyer articles
- Auditor referrals
- Internet directories

 Altman Weil, Inc.

...and which tools don't

US

- Brochure
- Advertising (trade)
- Advertising (legal)

EU/Asia

- Brochure
- Advertising (trade)
- Advertising (legal)

 Altman Weil, Inc.

Notes:

