

Best and Worst Pitching Techniques – The Client View

HIRED AND FIRED FIRMS



With **43%** of senior legal buyers hiring new firms last year, there is a great **opportunity** for your firm to grow its client base, through formal pitches and tenders.

Watch out for these classic dos and don'ts when preparing your pitch:

422 senior legal buyers said **DO**....

- Understand the client's business, needs, issues, and/or the risks they face
- Show required expertise in the subject matter
- Offer competitive fees/discounts
- Use personal chemistry
- Demonstrate the quality of the individual lawyers
- Be open to alternative fee arrangements
- Make the pitch tailored and relevant.

234 senior legal buyers said **DON'T**....

- Deliver a generic pitch
- Forget to do your homework
- Include too much 'marketing' speak
- Exaggerate your expertise, capacity or breadth
- Overlook or fail to demonstrate your understanding of the client's needs
- Include vague fee estimates
- Present a team that is different to the one that would be doing the work.

TOP TIP

Read what clients **really** think are the best and worst pitching techniques.

"It's 'bait and switch', where they tell you about all the wonderful things they do... and you end up with someone else."
US, Manufacturing

"The best pitches are when they've taken the time to understand our business and put it into context in terms of what we actually do, as opposed to some generic presentation of their offices and attorneys."
US, Construction

"They over-promise their capabilities and experience."
Singapore, Food/Farming/Fisheries

Report includes top tips and best practice checklist.