

WOLF THEISS

BUILDING REFERRAL AND PARTNER RELATIONSHIPS FOR THE FUTURE

THE WOLF THEISS JOURNEY



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**ARE LAW FIRM
REFERRALS IMPORTANT
FOR YOUR FIRM?**

**DO YOU HAVE A
STRUCTURED APPROACH
TO MANAGING SUCH
REFERRALS?**

IT'S A JOURNEY

2014



2015



2019



WHY DO LAW FIRM REFERRALS MATTER?



- Globalisation



- Changing client expectations

VALUE FOR OUR CLIENTS



		Disconnect <i>(proportion of total mentions which came from clients)</i>
Only mentioned by clients	Client service & professionalism	100%
	Turnaround speed	100%
	Proactivity and anticipating problems	100%
	Efficient billing	100%
More likely to be mentioned by clients	Strategic commercial judgment	71%
	Process and efficiency	67%
	Project management	60%
Mentioned equally by clients and firm	External collaboration	50%
	Leadership	50%
	Creativity and new ideas	50%
	Commitment and dedication	50%
	Networks and industry connections	50%
	Internal collaboration	50%
	Communication	50%
	Global reach & scale	50%
	Persuasiveness	50%
More likely to be mentioned by firm	Ability to harness different practice areas	43%
	Solutions tailored to specific client	33%
	Negotiation skills	50%
Only mentioned by firm	One firm approach	0%
	Challenging approach	0%
	Credibility/inspiring confidence	0%
	Experience	0%
	Expertise	0%

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		50%

Source:
RSG Consulting
2018

WHY DO LAW FIRM REFERRALS MATTER?



- Globalisation



- Shape client experience



- Changing client expectations



- Benchmarking

PLAN & ROLL-OUT

Data matters

Communicate &
share information

Get support

Make it relevant

LESSONS LEARNT

Start small

Go beyond
transactional

Demonstrate results

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