

Press Release

HuthwaiteFleming to Host Round Table Discussion on: The Role of Sales in The Legal Profession

In an economic climate that is defining the way in which law firms do business in the future, much focus is being placed on resizing and reshaping. Much of this focus is on overhead reduction and the short term protection of PEP.

Other sectors who perhaps have more experience of operating in recessionary times have long learnt the lesson that this one dimensional strategy protects profits in the short term but has significant implications for the long term strategic goals of a business.

The failure to manage headline sales (fee income) in a deflated market can quickly impact on client service and ultimately market share.

The event will consider how law firms are responding to and, indeed need to respond to the current economic environment in developing their sales capability.

The round table panel will explore how market leaders and high performing organisations need to focus not on individual capability but on their organisational capability at selling and client management.

The panel will comprise of leading in house counsel to offer a client perspective as well as senior representatives from leading law firms. The event will be covered by the Managing Partner publication.

Commenting on the event, Kate Fleming is strongly of the opinion that progressive law firms will step up to the mark and harness their organisational capability to innovate and serve their client's needs beyond that of technical excellence This thought leadership panel enables like minded senior professionals to share and explore new strategies to ensure their firms come out of this recession stronger and better positioned than their competitors.

From the discussions, a white paper will be produced and will be available by registering for a copy at info@huthwaitefleming.com

Ends

Notes to Editors

HuthwaiteFleming is a company focused exclusively on providing sales and business development training for legal professionals. HuthwaiteFleming provides bespoke programmes for the 'Top 100' law firms and offers open courses and programmes to the broader legal services market. These include training in sales and business development, negotiating skills, networking and client relationship management. The firm has actively delivered training to legal firms over many years and leading clients include Clifford Chance LLP, Norton Rose, Eversheds, Halliwells, Wragges, DLA Piper and Mourant. Headquartered in Bledlow, Bucks, the company delivers training to over 2000 lawyers in the UK, Continental Europe, Asia and the UAE each year

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