



**Essential Technologies
for Business Development**

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CRM and Business Development Technology
Success Consultant

- 15 years experience working together with more than 300 top law firms across the country
- Background in Law, CRM Technology, Competitive Intelligence and Business Development
- Focus on Client service and CRM Success
- Team of more than 100 professionals
 - CRM Success consulting
 - Outsourced data quality and enhancement
 - Competitive intelligence reports

Technology Matchmaking

Finding the Right Partner

- E-mail campaigns
- Event management
- Targeting / segmenting
- Who knows who
- Who knows what (experience / expertise tracking)
- Information delivery
- Reminders
- Activity tracking
- Marketing expense tracking / budgeting
- Industry marketing
- Referral tracking
- Alumni programs
- Client team support
- Cross-selling support
- Opportunity identification
- Opportunity tracking
- Pitch / RFP tracking
- ROI on sponsorships / tickets
- Identification of top or at risk Clients

The Suitors

Focus on Substance, Not Charm

- Technology should provide real value, not bells and whistles
 - Solve problems
 - Automate processes
 - Save time and money
 - Improve communication, coordination and client service
 - Enable business development
 - Enhance revenue



Committed to the

Growth of Our Clients

Dating

Finding the Right Partner

- Enterprise Relationship Management (ERM)
 - ☐ Who knows who
 - ☐ Relationship strength
- eMarketing Tools
 - ☐ Campaigns
 - ☐ Events
- Pipeline Software
- Signature capture/scraping tools
- Event management tools
- Industry feeds
- Company information feeds
- Experience/expertise tracking software
- Alumni software
- Pitch/proposal software



Dating

Getting to Know Them

- Budget
 - License vs. subscription
- Ease of use
- Hosted vs. cloud
- Privacy / security
- Data quality
- Integration
- Additional modules



Courtship

You May Have to Kiss Some Frogs

- Exploring systems and options

- ☐ Implementation
- ☐ Ease of integration
- ☐ Pricing
- ☐ Terms

- Evaluating system providers

- ☐ Experience
- ☐ Service/support
- ☐ Size/resources
- ☐ References



The Engagement & Pre-Nup

Negotiating the Agreement

- Getting Stakeholders involved in the purchase decision
- Evaluate/document processes and procedures
- Protecting your 'ass'ets
 - ☐ Privacy
 - ☐ Security
 - ☐ Proof of concept
 - ☐ Checking references



Getting Hitched

■ Types

- ☐ Outlook
- ☐ Financial
- ☐ HR
- ☐ Feeds, 3rd party content

■ First, ask why

- ☐ Communication, coordination, client service
- ☐ Enhanced user experience or participation
- ☐ Ease of access to information
- ☐ Reduced time spent on redundant processes

■ Consider the costs



The Wedding Day

Installation and Rollout

- Commitment
 - Buy-in/participation
 - Management
 - End users
- Training
 - What's in it for them
 - How and why
- Communication
 - Successes
- Internal Support



The Honeymoon

Now the Fun Begins!

- Success with business development technology
 - Marry your strategy with information
 - Prioritize & communicate goals
 - Understand objectives of stakeholders
 - Cross the firm silos
 - Develop metrics for success



Technology Marriage Counseling

Understanding Reasons for Failure/Mistakes to Avoid

- Lack of buy-in: management, end users, staff
- Lack of resources: time, money **and** people
- Lack of strategy
- Incomplete planning
- Lack of adequate testing
- Lack of adoption



The Divorce Rate

- Up to 50% of first marriages end in divorce
 - Up to 67% of second marriages...
 - Up to 73% of third marriages ...
- Up to 70% of CRM (and other technology) implementations fail
 - You often don't get a second chance



Competitive Intelligence

aka Business Development Intelligence

- Involves gathering and analyzing external information about competitors and the competitive environment
- Conducted through research
 - Using information databases and other sources
 - Asking questions
- Goal is to understand capabilities, vulnerabilities and intentions of Clients and competitors
- Can help your firm
 - Make better strategic decisions
 - Gain a competitive advantage

CI/BDI Can Help To Get Intelligent About

- Competitors
- Companies
- Industries
- Clients / Prospects
- Growth
 - New hires
 - Mergers /acquisitions
- Industries
- Markets
- Relationships
- Trends
- Pricing / rates
- Litigation, deal and patent information

Happy Endings

Questions / Takeaways



The Wedding Dance

<http://youtu.be/4-94JhLEiN0>

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