

Identifying and realizing opportunities for

Successful Premium Pricing

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Presented by:

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Sponsored by:

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Hosted by:

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OVERVIEW

While most law firms are focused on finding ways to contain discounts, the bigger opportunity generally lies with identifying where we could be charging more.

In a “more for less” market, where clients are putting increasing pressure on law firms to contain rates, pricing increasingly seems like an exercise in creating a budget and then determining how much of a discount is required to win the work.

More and more the focus is placed on containing the discounts and putting in place controls to **minimize write-offs**.

The market noise is all around areas where there is **intense pricing pressure** and many firms are investing significant resources to cope with these pressures. By contrast, this workshop focuses on the sizable, but silent part of the market where opportunities exist for premium pricing. Opportunities where the work can be costed and a value premium added to create the price.

While controlling costs and managing discounts are important, for most firms the biggest opportunity to improve pricing outcomes is to improve their ability to identify and realize **premium pricing opportunities**. Firms who are failing to do this consistently are leaving money on the table.

This course is designed for senior practitioners involved in leading sales and pricing within their firms. This full-day workshop will assist participants to:

- Identify opportunities for premium pricing within their markets
- Develop processes for realizing these premium pricing opportunities, and
- Improve their ability to sell these opportunities at the desired price.



TOPICS COVERED

- Understanding the irrationality of clients: Perhaps surprisingly, evidence shows that many law firm clients are making illogical decisions when they hire, and fire, law firms. This irrationality often involves clients selecting the cheapest price when they really should pick a premium firm at a higher price. However, if we know what to look for, we can predict this client behavior, avoid the pitfalls and profit from the opportunities
- Differentiating, in the right way: Examining why many firm's current attempts to differentiate ultimately commoditize their offering, and what we can do about it.
- Anatomy of a successful pursuit: Investigating the tools, processes

and strategies other professional service firms, and corporations, are implementing to achieve a premium in their pricing

- Selling in the era of procurement: Reviewing some of the new tools and techniques being applied by procurement teams, and how you can navigate them to achieve your premium price
- Pitching to the value: Outlining various sales approaches and strategies firms can use to shift the client's mind from the lowest price

The course is illuminated with numerous examples and case studies of how leading firms are successfully premium pricing their services.



PRESENTERS

Colin is the Director of Jasper Consulting whose focus is assisting professional service firms to create greater value for their clients and capture a fair share of that value for themselves.

He has consulted to professional services firms for almost 20 years. In this time he has had the opportunity to work with over 200 professional service firms including many of the leading law firms in the US, the UK and throughout Asia.

Colin has been a keynote speaker at conferences in the UK, the US, China, Singapore, Malaysia and Australia. He has been a guest lecturer at numerous universities and business schools.

His articles have been published in a range of journals and magazines including Professional Service Firms Journal, The Law Management Journal, and the Journal of the Professional Pricing Society. He authored the

pricing chapter in the American Bar Association book, The Power of Legal Project Management (2014) and several chapters in the upcoming ABA book Pricing in the Front Line.

Colin conducts regular research amongst clients on their buying behaviour and their attitudes to law firms and is the co-founder of the Legal Pricing Roundtable (New York). Colin's contribution to pricing in the legal market has been recognized by having been elected as a Fellow of The College of Law Practice Management



*Colin Jasper BSc, MBA
Director, Jasper Consulting*

JASPER
CONSULTING

PRESENTERS

Wayne Stewart is a world-class facilitator with a background that makes him ideally placed to advise firms on premium pricing. He is an experienced consultant who regularly works with many leading companies on projects across Australia, Asia, Europe and the US.

What makes Wayne's expertise so rare is that in addition to his work enhancing the BD/pitching skills of professionals he is also engaged to train procurement managers, and their leadership teams, on developing better relationships with their suppliers. Because he sees the supplier/firm interaction from both sides, he has a unique perspective on where the opportunities, and threats, lie for professional service firms in the "Age of Procurement."

Backing up his consulting work Wayne has considerable experience as an in house marketer and executive. He has worked as a BDM, Client Relationship Manager and Director of Marketing meaning that he has "walked the talk" selling to clients, leading BD pursuits, managing key accounts and leading change projects. His background will provide participants with numerous tips, traps and triumphs to help them find the best, and quickest path, to change their firm.

Wayne's recent projects include:

- Successfully advising one of the Big 4 accounting firms on two of their most strategically important, and difficult, client pursuits.
- Training the elite salespeople in one of the world's largest IT providers on emerging sales and pursuits strategies. Wayne's technique and training directly led the company to secure a \$25M deal (sole sourced). This pursuit was awarded the company's Asia Pacific sale of 2015.
- Training the Senior Account Managers of the world's leading technology company on techniques to better engage CEOs in the sales process.
- Training the global procurement leadership team of the world's largest investment bank on relationships and negotiation strategies to enhance supplier (and internal) relationships.



Wayne Stewart



REGISTRATION DETAILS

Early Bird rate: \$1,495 (up to 09/08/16)
Regular rate: \$1,650 (starting 09/09/16)

Cancellations & Refunds

Cancellations and refund requests must be made in writing via email to ebooth@LawVisionGroup.com. No cancellations permitted within one week of the workshop. Seminars are held subject to enrollment. Dates, venue and program details are based on information available upon publication of the brochure, and may be subject to change. In the event of an attendee cancellation prior to two weeks before the start date, LawVision Group will make a full refund of any registration fees paid less a \$95 administration charge but assumes no liability for non-refundable transportation costs, hotel accommodations or additional costs incurred by registrants. Those wishing to cancel within two weeks of the program may request a deferral to a future program. No-shows are not eligible for refunds. If you are unable to attend, you may substitute another individual to fill your spot. Please email eva.booth@lawvisiongroup.com

Group Discounts

Please contact us to discuss group rates at 615-377-3128.

Registration

Registrations on-line at: <http://conta.cc/1NpeO7B>

Disclaimer

LawVision Group has the right to refuse any registration at its own discretion.
NO TAPE RECORDING PERMITTED

Space is Limited!

The workshop is designed for Chief Operating Officers, Pricing Directors, Practice Group Leaders, Business Development Directors and others involved in leading pricing and sales initiatives within firms.

Confirmation

Registrations are guaranteed by receipt of payment. All registrants will receive email confirmation of registration. If you do not receive a confirmation, please contact eva.booth@lawvisiongroup.com



Registration includes:

All workshop sessions

On-line program materials

Printed materials/handouts

Networking events as noted in the agenda

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WORKSHOP PRESENTED BY



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LawVision Group

LawVision Group is internationally recognized for its ability to help law firms develop and implement practical solutions and enhanced business processes. We offer completely customized services that are bolstered by our strategic foundational knowledge of the legal profession.

Our services include: strategy and vision consulting, organizational infrastructure and governance, talent management and recruitment, mergers and acquisitions, client relationship management, practice and project management, crisis management and restructuring, business development and marketing, market intelligence, peer benchmarking and peer-to-peer roundtables and boardrooms.

The LPM Institute

The LPM Institute was founded as an informational resource to law firms and legal departments on developing and implementing LPM in their organizations. The Institute offers legal project management and process improvement training courses, consulting and informational resources for LPM.

The Institute was founded by Susan Raridon Lambreth, a Principal with LawVision Group and a former Hildebrandt partner for 20 years. She and her colleagues developed the first certification course in project management for lawyers in 2010 and since then, over 5,000 lawyers have taken their one or two-day courses, including over 1000 who have completed the certification.

