

SAM-LEGAL: Turning KEY CLIENTS into STRATEGIC ACCOUNTS

A GUIDE to LAW FIRM STRATEGIC ACCOUNT MANAGEMENT



Steven M. Bell and **Silvia L. Coulter**

Published by LawVision

©2021 through Amazon | All rights reserved

OVERVIEW:

Today's law firms need to do more than update key client programs; they need comprehensive Strategic Account Management strategies and programs. This book explains why firms should launch SAM-Legal and provides practical guidance on how to do so.

Packed with ready-to-use tools, tables, and guides, this indispensable step-by-step resource helps law firms launch and sustain advanced Strategic Account Management (sometimes known as "Key Client") programs. Authored by veteran leaders of corporate and law firm sales, the book explains how law firms can set and achieve big goals despite the complexities of law firm business realities.

Written for senior partners and business leaders, "SAM-Legal":

- Provides guidance and tools that law firm leaders can use to "sell" enhanced Strategic Account Management to busy partners
- Outlines the four key stages of SAM-Legal development and implementation
- Specifies the importance of client endorsement and engagement in the process
- Contains checklists, suggested narrative, and ready-to-use elements of Strategic Account Management programs

AUTHORS:



STEVEN M. BELL Senior Consultant, LawVision

Steve Bell is a senior consultant at LawVision. A pioneer of law firm sales and marketing, in 2001 he created the legal profession's first sales function at Womble Carlyle and continued to lead the team for 18 years. He was a longtime leader and was elected as Chair of Lex Mundi's Marketing and Business Development Committee. Prior to his successful career at Womble, Steve built and led sales forces at Price Waterhouse and Grant Thornton, where he was a partner. This wealth of innovation and in-house experience renders Steve's advice as leading-edge, pragmatic, practical and grounded in law firm realities. You may read more about Steve's background and experience at <https://lawvision.com/consultants/steven-m-bell/>



SILVIA L. COULTER Principal, LawVision

Silvia is a co-founding Principal of LawVision Group. A sought-after speaker and recognized leader in law firm sales and key client sales strategy, Silvia assists firms with strategic business planning, key client retention and growth strategies, client service strategies, and leadership and organizational culture. Silvia is the co-author of two other books: *The Woman Lawyer's Rainmaking Game*, and *The Rainmaking Advantage*. She is a co-founder and active board member of the Legal Sales and Service Organization (legalsales.org). She is a former President of the Legal Marketing Association and is an elected Fellow of the College of Law Practice Management. You may read more about Silvia's background and experience, which includes Marketing and Business Development leadership positions at two Global 50 firms, at <https://lawvision.com/consultants/silvia-l-coulter/>

LawVision

Published by LawVision
©2021 through Amazon | All rights reserved

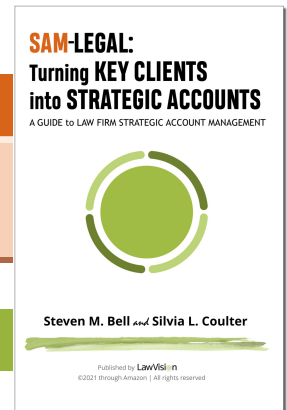
Law firm leaders who seek competitive differentiation, improved client service, sales efficiency, and client loyalty will benefit from the advice and best-practices contained in “SAM-Legal: Turning Key Clients into Strategic Accounts.” The book will propel your firm to the head of the law firm class as you design and implement tools and techniques that public accounting and other professional services firms have successfully employed for some time.

TO HELP YOUR FIRM DRIVE REVENUE, ORDER YOUR COPY TODAY!

SPECIAL !

\$10 discount for members of any LawVision Roundtable.

\$109 plus shipping



ORDER:

Name:

Email:

Phone Number:

Shipping Address

Name:

Company:

Address:

City:

State:

Zip Code:

Payment Information

Card Number:

Exp. Date:

Security Code:

Billing Zip Code:

Email Form to Eva.Booth@lawvision.com



Product Details: \$119.00
ASIN: B08SYQW646
Language: English
ISBN-13: 979-8656491877

Publisher: Independently published (January 13, 2021)
Paperback: 164 pages
Item Weight: 8.2 ounces
Dimensions: 6 x 0.37 x 9 inches

Praise for SAM-Legal

- “Large law firms are indicating an intention to invest more in business development, and this includes focusing more on client teams. “SAM-Legal: Turning Key Clients into Strategic Accounts” provides law firm leaders the rationale for developing truly strategic account management programs, along with practical advice for undertaking such programs in the unique political and operational environment of legal practice.” **Gretta Rusanow, Managing Director and Head of Advisory Services, Law Firm Bank, Citi Private Bank**
- “Even as Legal Departments ramp up the professionalization of their operations, General Counsel are calling on law firms to do the same. This book describes how – at a strategic level – law firms can systemize their understanding of companies’ objectives, be true partners with in-house counsel in developing and delivering legal solutions, and bring to bear all of these firms’ business and intelligence functions – including strategic account management. The authors draw from a wealth of professional experience to offer practical guidance to firms that are prepared to lean in.” **Veta T. Richardson, President and CEO, Association of Corporate Counsel**
- “We’ve entered the era when #LawLand must change from introspective, guild-like mentality to a customer-centric focus on delivery of practical, actionable legal services. Some in #LawLand don’t get that — Steve Bell & Silvia Coulter do. Their “Sam-Legal; Turning Key Clients into Strategic Accounts” is required reading for legal service providers and provides a road map to both respond and thrive in this new reality.” **Jeff Carr, Former SVP and GCV, Univar Solutions and FMC Technologies**