

About Corporate Ladders

Corporate Ladders offers a full range of business development services to equip your firm with the tools needed to maintain and grow your practice. From recommending problem-specific solutions and business development strategies to developing business plans and customized marketing initiatives, our dynamic senior talent, visionary foresight, expertise and experience gives your company the edge on your competition.

Why not contact us now and put the Corporate Ladders team to work for you?



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Business Development for Law Firms

Corporate Ladders makes it simple



According to a report by Hildebrandt International Inc. and the Law Firm Group of Citigroup Private Bank, it is expected that US law firm growth will drop by half in 2008 after six years of double-digit growth. The report also predicts industry revenue growth of 6 to 8 percent and net income growth of 3 to 5 percent.

Managing and growing a law firm is no easy task. Keeping up with ever-changing legislation, making sure all deadlines are met, meeting your clients' ongoing needs and providing outstanding service and representation can consume many of your firm's billable hours, not leaving much time for developing your business. How would your firm survive if your largest client experienced business issues of their own and could no longer pay their bills? If they moved, closed

or changed top management and took their business elsewhere? Business development within law firms is becoming critical for continued growth as competition for professionals with the proven ability to satisfy clients and bring in new business continues to escalate. Without planning for business development, you leave your firm exposed to unnecessary risk which can quickly ruin all that you've worked to build.

- *Have you assessed your ability to attract new clients?*
- *Do you have a plan in place for your marketing and business development needs?*
- *Are you satisfied with your business development results?*

If you answered **"No"** to any of these questions Corporate Ladders can help you to create or maximize your business development initiatives while still maintaining the successful operation of your firm. Corporate Ladders has developed a **Four Step Business Development Solution** targeted to the unique needs of legal firms to meet their growing business development requirements.

Our proven solution includes:

Step One: Research & Situation Analysis

We thoroughly review and evaluate your existing business development processes, your firm's organizational structure, marketing support initiatives and strategic plan for growth in light of the increased competition facing legal firms and a need for all attorneys to engage in business development activities. We will provide you with a detailed analysis of our findings, highlighting areas where your exposure is greatest and identifying areas for both improvement and opportunity.

Step Two: Program Development

We develop a program that reinforces a "sales" culture within the firm while providing attorneys with the understanding, skills, processes and personal systems to feel comfortable "selling" to clients rather than just "servicing" them as in most law firms. All program components are anchored on building a foundation of trust with clients and establishing value-based client relationships. Program specifics are customized to meet the needs of your firm and will feature the elements necessary for introducing and building the business development skills of your staff.

Step Three: Program Implementation

Our industry professionals will work with you to develop the best methods for delivering program components. Whether it be a group or individual setting, on or off site, we customize our delivery methods and scheduling and take care of all the details to ensure that your participants can focus on the program to develop their behavior outside their previous "comfort zones" to maximize your firm's business development efforts. We also build in benchmarks and measurements to assess progress towards desired outcomes.

Step Four: Business Development Coaching

What sets Corporate Ladders apart from other business development, consulting and training firms is our recognition that the best business plans, strategies, programs and methods need to be successfully executed and followed through to ensure success. We go beyond plans and recommendations - we stay with you and provide executive level business development coaching to guide you through the process to help meet your business development goals. Our approach helps you achieve success by providing ongoing guidance, assistance, support and evaluation for as long as you need it. We work with you on specific areas, identified in Step One to make sure your staff is confident and comfortable with what is needed to embrace marketing and business development activities in a law firm and why this is a critical element for your firm's success.



At Corporate Ladders, **the success of your firm is also our success.** We bring over 30 years experience working with firms of all sizes to grow their business to the next level.