



THE ULTIMATE LAW FIRM CRM GUIDE

FAQS AND MUCH MORE...

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CLIENTS WANT CLIENT-CENTRIC LAW FIRMS

HOW A CRM CAN HELP YOU BECOME CLIENT CENTRIC!

The biggest challenge most law firms face is becoming client-centric. CRMs can help.

In an age when there are plenty of options for the delivery of legal services, and when clients have come to expect the instant service and satisfaction they get from Amazon, Netflix, and Uber in every consumer interaction, law firms that are thoughtful, responsive, and engaged with their clients will set themselves apart.

What does it mean to be client-centric?

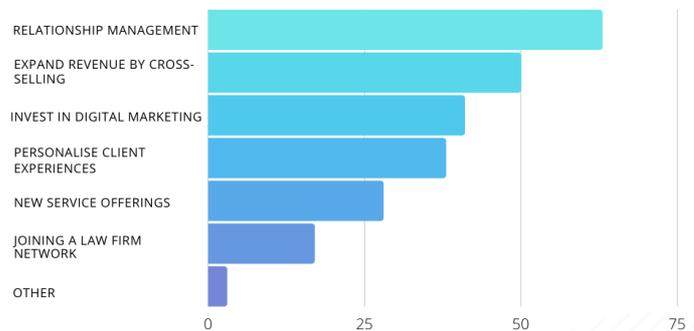
According to Jack Newton, CEO of Clio “ Running a client-centered law firm means putting your clients at the center of your thinking. This goes beyond the legal deliverable you provide: Being client-centered means truly putting yourself in your client’s shoes.”

Key insight 4

RELATIONSHIP MANAGEMENT WILL BE A KEY FOCUS FOR LAWYERS IN 2021

QUESTION: WHERE ARE YOU GOING TO FOCUS YOUR BUSINESS DEVELOPMENT EFFORTS IN 2021?

When asked what the key focus will be in 2021, the majority of lawyers will be focusing on relationship growth and management (64%). This was followed by expanding revenue through cross-selling (50.5%). This suggests that lawyers are looking to attract and retain high-value clients by building stronger strategic relationships. This can increase the opportunity to cross-sell and keep happy clients.



Over 50% of law firms will focus on developing relationships

How a CRM can help you become Client-Centric.

According to the Nexl’s 2021 State of Business Development, law firms in 2021 will be focusing on relationship management as their #1 strategy to becoming client-centric.

How is a CRM different from basic client relationship management or Outlook?

CLIENTS WANT CLIENT-CENTRIC LAW FIRMS

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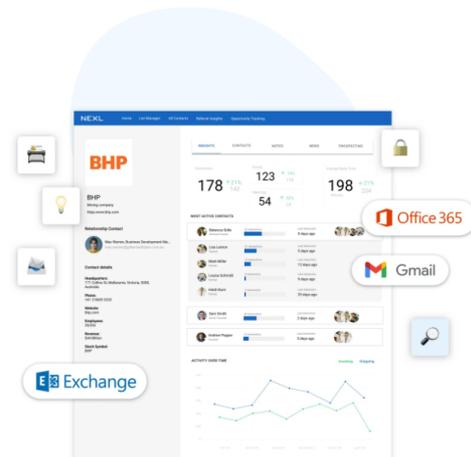


A contact management program or Outlook is basically a database of contact information. It keeps you organized and lets you access your information when you need it.

CRM software goes beyond contact management to help you manage your entire relationship-building process which for law firms means diligently managing every touchpoint to ensure expectations are met for your clients, i.e. staying in touch and looking for further business development opportunities.

CRM software ensures that you always know your next step to progress a relationship—helping ensure that both the client and the firm are aligned and staying connected. Delivering a more client-centered experience—by being more responsive and being more prepared for every client interaction—will help you build stronger relationships with your clients.

For law firms that want to support the type of client-centered approach clients demand a CRM is key!



NEXL 360 can also extend your existing CRM



How is Nexl's CRM different from other CRMs?

Nexl’s CRM is the #1 no-data-entry law firm CRM. Unlike traditional CRM’s like SalesForce or InterAction, Nexl automatically builds itself for you.

Meaning you don’t have to enter data or update contacts in order to get the information you need to become a more client-centric firm today.

GET STARTED WITH A FREE DEMO TODAY > <https://Nexl.io>

IMPLEMENTING A CRM - THE TRUTH

UNCOVERING A BIG MISUNDERSTANDING IN THE MARKET.

The BIG Lie about CRMs

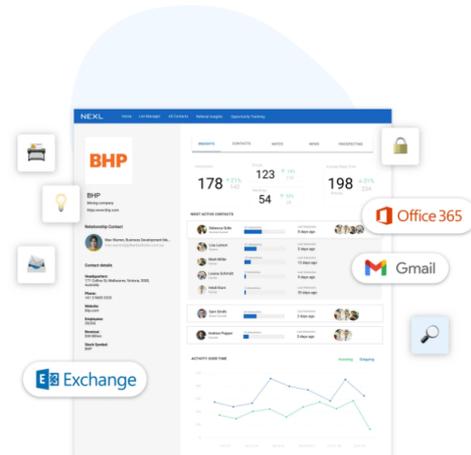
There is a big misunderstanding today holding back many law firms from moving forward with their CRM project - namely, "CRMs are hard to implement"

Not only is this NOT true. It's dangerous.

In this article, we will show you (1) why this mode of thinking is outdated and (2) how the rise of APIs and data-enrichment services now allow for CRM's to be *implemented in days* - rather than months or weeks.

Using this technology, CRMs - including Nexl's no-data-entry CRM -- can allow your law firm to implement a new CRM in just days!

If you are ready to implement a CRM but unsure about the cost effort - rest assured! There is a new way to implement CRMs!



NEXL 360 can also extend your existing CRM



Old Way v. New Way - CRM Implementation

In the old world of CRM implementation, the prevailing wisdom was:

"You must create a CRM implementation team and have your data in perfect condition before starting a CRM Project."

In the new world of CRM implementation - using the latest technology - this prevailing wisdom is crumbling apart.

IMPLEMENTING A CRM - THE TRUTH

UNCOVERING A BIG MISUNDERSTANDING IN THE MARKET.

In the last few years a new technology has fundamentally change how CRM projects can be implemented - specifically, data-enrichment and API technology.

Based on this new technology, law firms can implement CRMs in days by eliminating the need for implementation teams to be assembled, while minimizing the need to have data in a "clean and ready mode".

Today the only barrier to starting your CRM project is when!

Nexl's no-data-entry CRM - Leveraging APIs and Data-Enrichment

Recognizing the need for easy start implementation, Nexl has been designed to specifically leverage this new technology. Thus, unlike traditional CRMs, getting started with Nexl is easy and in less than 7-days, Nexl can help law firms get started with their very own CRM.



Nexl's CRM - Getting started

Using data-enrichment and APIs, Nexl's onboarding process is simple and easy (unlike much more expensive onboarding from traditional CRMs).

So while we won't go into the specifics here, in total, law firms can expect total implementation and training to take less than 5 hours in total, ensuring your lawyers are both engaged and empowered throughout the entire process.

Are you ready!

THE NEW LAWYER BUSINESS DEVELOPMENT PROCESS

HOW NEXL CHANGES HOW YOUR LAWYERS DO BUSINESS DEVELOPMENT



Until recently the OLD world of lawyer business development was largely focused around the 3Ps of legal business development: publishing, PR and producing content. Although of these business development strategies remain viable in 2021, there is a NEW way for lawyers to business development

This article will breakdown how Nexl's Contact Manager can fundamentally accelerate how your lawyers do business development

The OLD World of Business Development

In the OLD world of lawyers business development was largely focused are casting a wide net and see what you caught. While this "fishing net" approach aligned with the mass market publication channels available, unfortunately, it also had its limitations in that the lawyers and firm spend a lot of time with bad fits.



NEXL Grow helps over 4000+ lawyers power their client generation

THE NEW WAY (and how Nexl helps).

Today the world of legal business development has fundamentally changed for the better, giving lawyers the ability to be much more targeted with their business development efforts.

With the invention of the internet -- and the vast majority of legal clients now online (and databased for searching), lawyers can now take a "spear" approach vs. a "cast a net" approach. The result? A much higher return on investment on your business development activities

How Nexl is leading the NEW way.

THE NEW LAWYER BUSINESS DEVELOPMENT PROCESS

HOW NEXL'S CONTACT MANAGER CHANGES HOW YOUR LAWYERS DO BUSINESS DEVELOPMENT

Nexl's CRM gives lawyers a new type of contact manager to power the new business development strategies available today including [stay-in-touch reminders](#), [contact auto-sync](#) and the soon-to-be-released social prospector.

Together these features give lawyers the ability to engage in targeted low effort, high impact business development activities (versus business travel, article writing or empty networking events)

THE WORLD HAS CHANGED.

Today the world of legal business development has fundamentally changed for the better. Your lawyers can use technology -- like Nexl's contact manager -- to do much more impactful business development (at a significantly lower cost) that actually supports your current efforts.

Your BD opportunity is here -- will you take it?

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Reminders & Opportunities

ADD REMINDER

Activities

LOG ACTIVITY SEND MESSAGE TRACK REFERRAL

- Your entire relationship, tracked here.
- You Had A Messenger Conversation This Week 14 days ago
- You Have Been Added Back 14 days ago

Key insight 1

LAWYERS ARE PLAYING AN INCREASINGLY SIGNIFICANT ROLE IN LAW FIRM BUSINESS DEVELOPMENT

When asked who is responsible for business development at their firm, 55% said all individual lawyers are responsible to a degree.

This insight tells us that lawyers have a roleplay in business and firm growth. It also suggests that business development is related to everyday tasks and responsibilities such as client interactions, relationships, deals and matters.

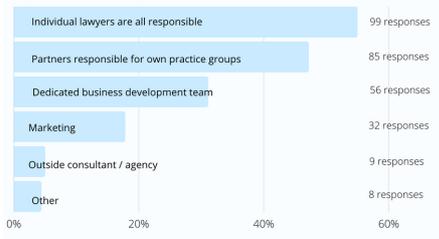
partners at their firm is responsible for their own practice groups.

Just over 30% said they have a dedicated business development team, and 18% have a marketing team who are responsible. Just 5% have an outside consulting agency.

The survey also found that partners have a responsibility for business development at their firm.

Some of the 'Other' responses included the following: 'Me - the owner' and 'Partners responsible for BD across the board'.

Nearly 50% of lawyers (47%) said



NEXL | LEGAL BUSINESS DEVELOPMENT REPORT

09

My Contacts (19)

Search your contacts

ADD CONTACT

- Cagla Yazdic**
Partner - Turkey
Cagla is a founding partner of Top Law Firm. She concentrates her practice in general corporate representation, mergers and acquisitions and intellectual property. She handles...
Commercial | Commercial (general) | Company set-up | Intellectual | Corporate | Corporate (general) | Corporate and group structuring
- Amy Bryant**
Partner - USA
- Ben Chiriboga**
Head of Growth
- Grant Petersen-Speelman**
Head of Engineering
- Tosin Akinyemi**
Managing Partner
- Pablo Ordoñez**
Director
- Gaurav Shanker**
M&A Lawyer | Managing Partner
- Roman Zelichenko**
CEO

Ben Chiriboga has posted in NEXL community recently, check it out.
Go to community | Ignore

Nexa Law, Evolved Leg
Sales & Recruitment Director

Velasco
Director

AUTOMATION IN BUSINESS DEVELOPMENT.

IS YOUR LAW FIRM READY?

BY: STEVEN ONGENAET, CONSULTANT KERMAPARTNERS AND PHILIPP THURNER, CEO NEXL.

Lawyers need to update their business development routines and leverage new technologies to succeed at relationship-building in a post-Covid world.

When lawyers are challenged to think about business development, the typical networking scene at a business conference springs to mind. Dressed up in cocktail attire, armed with our best smile and a stack of business cards, we enter the arena to make new friends and cozy up with potential clients, hoping that some of these contacts will eventually become the source of new business. That scene, however, seems increasingly from a distant past.

As the “new-normal” environment continues to hold, lawyers and law firm leadership are forced to think a bit harder about how technology can be applied to

business development processes, and how law firms can innovate the ways they go about executing their marketing and business development plans.

Real-life social gatherings to build relationships and meet new clients is an activity where technology hardly comes to mind. Business development is perceived as a deeply personal and human endeavor. Building your network is of course about human interactions and relationships; we need to see, feel and touch to bond, develop mutual trust and register the right “chemistry”. So there is a pervasive line of thought that business development is one of the activities that are least likely to get swallowed by technology and automation. We urge law firms, however, to reconsider.

AUTOMATION IN BUSINESS DEVELOPMENT.

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Innovation though process automation.

As the pandemic-induced “network from home” situation continues to last, law firms and their business development teams need to reimagine the “art” of relationship-building in this new, virtual and sadly cocktail-deprived world.

Automation has been at the center of many new technological advances, especially when it comes to process improvements. We believe the legal sector has reached a point where automation in business development has become a key element of operational excellence, giving a competitive edge to lawyers in crowded markets with new expectations in terms of client experience and service delivery. .

The last few years brought amazing new automation technology that allows law firms to upgrade the business development function, and to update processes that can complement, automate and supercharge relationship-building and client management efforts.

Didn't we already have marketing automation? Certain marketing automation technology has been around for some time now of course. Marketing automation essentially comprises of workflows that allow for lead generation and nurturing via campaigns with massive or automated online messages across email, web, and social media.

Even though it offers interesting options to increase visibility and positioning, marketing automation doesn't work very well for law firms.

AUTOMATION IN BUSINESS DEVELOPMENT.

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There is a problematic lack of scale in most firms (even large international firms in the end are composed of individual building blocks -local Offices- that have important differences in client base and service offering), which complicates consistent, quality content production, and in turn leads to a lack of frequency in communication and further issues related to email deliverability or social media impact.

The ideal client profile of typical law firms also complicates matters for marketing automation, as high-value leads simply don't engage unless there is personal contact on partner level involved. In particular for independent law firms, with limited resources in terms of resources and capabilities, marketing automation has not yielded the results some marketers had hoped for.

The most promising leads and prospects, that primarily live in the inboxes and WhatsApp accounts of lawyers, also rarely make it to centralized lists or CRM systems, as lawyers simply don't make the effort to share and manually insert contacts on shared data platforms.

This leads to a disconnect whereby marketing teams are unable to identify and qualify the right leads and fully understand and leverage the web of relationships that could help them build a brand equity and push prospects forward the sales cycle.

Automated CRM

But CRM technology has evolved quickly in the last few years and largely managed resolve this essential obstacle to more centralized and automated relationship management.

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By scraping email signatures and analyzing email server activity, advanced new systems are now able to do all the data entry and list-building without any manual intervention at all. It completely automates contact management, constantly monitors client interactions and can generate accurate client insights and performance indicators such as responsiveness.

Ever clever algorithms are now able to scrape, extract and data enrich contacts from publicly available or proprietary sources, identify relevant prospects (for instance, team members in the legal team of a client you don't know yet) and even "guess" their contact information. This allows for fully automated list-building, "get in touch" reminders, and automated dashboard indicators on the state of the individual and institutional relationships with certain clients or prospects.

Automated marketing intelligence

But automated CRMs are only the first step in what technology nowadays can bring to business development. Another important element is identifying the right opportunities to get -and stay- in touch. Timing and motive are crucial aspects of potential touchpoints throughout your client journey or sales cycle. You have to get in touch at the right time and for the right reasons. This is true personalization that will guide your relationship-building efforts and make them feel like natural, timely and useful conversations instead of uncomfortable, "salesy" interactions that add no value to your prospects.

That is why joining automated contact management with automated market intelligence makes for such a powerful combination.

AUTOMATION IN BUSINESS DEVELOPMENT.

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For firms that don't have large business development and marketing support teams, simple tools such as Google Alerts can already offer valuable automated news streams on larger clients. But the real magic happens when you tap the scale and connectivity of social networks.

In recent years, LinkedIn has consolidated itself as the primary platform for professionals, consistently being ranked as the most trusted platform in professional services. Its penetration in the legal sector is nearly universal. Every single day, millions of posts are being liked shared and commented on.

This eco-system has become a true treasure trove for those that know how to mine it, offering useful prompts in personalized newsfeeds.

When you think about it, most of the ideal opportunities for renewing contact and getting in touch are being shared by clients themselves.

Whether it concerns important developments (product launches, career moves, company news, campaigns, etc...), there are limitless opportunities to engage in a meaningful way.

By adding connections, following companies and individuals, and engaging with content on LinkedIn, your newsfeed will automatically align itself with your target market and preferences. For those that want to go a step further, LinkedIn Sales Navigator (an additional service offered by LinkedIn - individual licenses are currently priced at approx. 70 USD/month), allow to track, monitor and organize key accounts and leads, making for a powerful market intelligence tool

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Automating Document Production and Proposal

A third aspect that can be automated to a large extent is document production. In business development, sending out a company presentations, proposals or fee quotes will inevitable be part of your business process.

Too many firms remain still trapped in unstructured and under-regulated document production processes. Today there is a broad and quickly growing range of document creation software solutions that can ensure better compliance with document standards, approved and up-to-date content and brand guidelines. Document automation has become a must-have tool to realize more efficiency, consistency and responsiveness.

Most of these solutions can be integrated with other document management systems, MS office, image libraries, and CRM systems to unify your firm's document ecosystem.

Delegating document production to basic admin staff, or marketing teams that lack the proper infrastructure is not only a major source of inefficiency, but also affects the quality and branding of your presentations and proposals, and ultimately the perception of your reputation.

Let's face it. The traditional business development processes in law firms are broken and too many lawyers miss out on the opportunity to generate more business because underlying business processes are too time-consuming and cumbersome.

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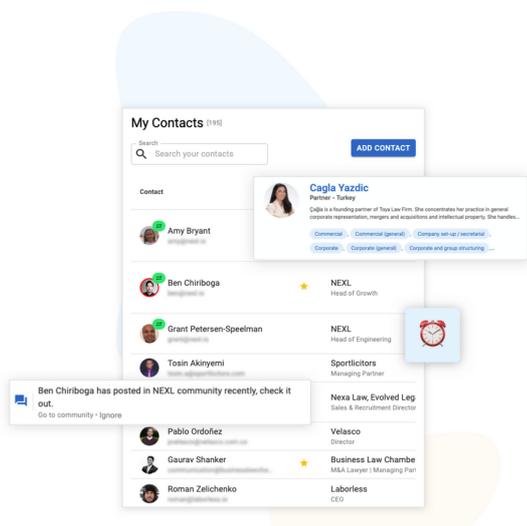
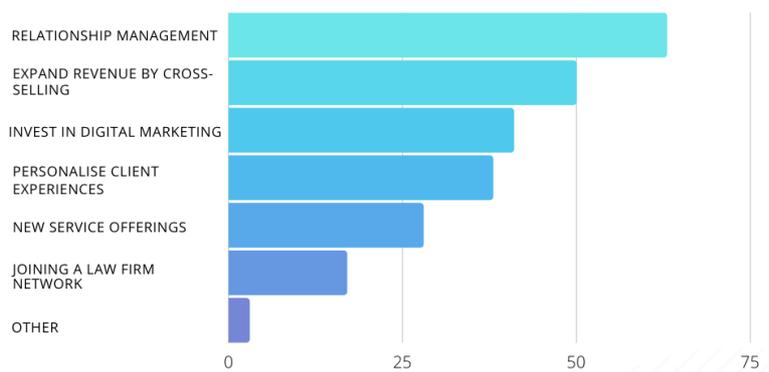
We need better and more efficient ways to help us identify and seize opportunities. Time is arguably the most precious resource lawyers have at their disposal. Let's not waste it on yesterday's business development solutions!

Key insight 4

RELATIONSHIP MANAGEMENT WILL BE A KEY FOCUS FOR LAWYERS IN 2021

QUESTION: WHERE ARE YOU GOING TO FOCUS YOUR BUSINESS DEVELOPMENT EFFORTS IN 2021?

When asked what the key focus will be in 2021, the majority of lawyers will be focusing on relationship growth and management (64%). This was followed by expanding revenue through cross-selling (50.5%). This suggests that lawyers are looking to attract and retain high-value clients by building stronger strategic relationships. This can increase the opportunity to cross-sell and keep happy clients.



WHAT LAW FIRMS NEED FROM CRM IN A CHANGING WORLD

THE NEW NORMAL OF DATA-DRIVEN RELATIONSHIPS

What's changed in Legal BD post-covid (and how CRMs need to change)

Plenty of ink has already been spilled on how the legal market evolution has been accelerated in response to the COVID crisis.

Specific to BIGLaw business development, there is no escaping the fact that lawyers and business development teams are under more pressure to deliver than ever before.

Unfortunately, despite this call, far too many firms are still being hindered in their efforts. A core reason being the failure of today's CRMs to support the needs of BIGLaw.

Let's explore some key problems with today's BIGLaw CRM options.

Lawyers are not salespeople. Law Firms aren't Sales Teams and Legal Clients are NOT Customers.

A core problem with the current CRMs available today for BIGLaw is that they assume BIGLaw works like Enterprise Sales Team, where efficiency, velocity and volume are key.

This could not be further from the truth and this huge misassumption has created huge problems when trying to implement CRMs into BIGLaw firms - the core problem being that lawyers do not enter data, which means law firm CRMs fall out of effectiveness and eventually out of use in a vicious cycle.

At the same time, more so than ever before, BIGLaw CRM's need to support relationship building through the use of relationship data!

WHAT LAW FIRMS NEED FROM CRM IN A CHANGING WORLD

THE NEW NORMAL OF DATA-DRIVEN RELATIONSHIPS

How a CRM can help you build Data-Driven Relationships.

According to the [Nexl's 2021 State of Business Development](#), law firms in 2021 will be focusing on relationship management as their #1 strategy. Let's breakdown how CRM's can help. Hint: It's all about CRM data.

Data-Driven Client Relationships: A Changing Landscape

As client relationships change to increasingly be online, modern client relationships are being built on these platforms through use of technologies and data insights, making the data inside your CRM (or lack thereof) essential to understanding and developing relationships.

Now more than ever before, relationship data is setting firms apart. Data is knowledge and knowledge is power.

Relationship Data helps BIGLaw Win.

Relationships data can literally help you win more clients, reduce client churn and expand revenue through cross-selling.

Unfortunately, without that data you are "flying blind".

Eliminate data entry. Cleanse existing contacts. Automate Insights.

Nexl's CRM is the #1 no-data-entry law firm CRM. Unlike traditional CRM's like Salesforce or InterAction, Nexl automatically builds itself for you using data automation, data enrichment and APIs integrations.

Together these technologies allow you to eliminate data entry and gives you 24/7 updated contact information resulting in data-driven business development for your law firm.

WHY THE FORTUNE IS IN THE FOLLOWUP FOR LAW FIRMS

HOW NEXL HELPS LAWYERS WITH BUSINESS DEVELOPMENT

How many times do you followup with a new potential client?

If you are in professional services, you have probably heard the phrase "the fortune is in the follow up." But what really does that mean?

Studies show that it takes an average of 8 contacts with a prospect to finally convert a prospect into a client. Amazingly however, most lawyers either never follow or stop at **2** contacts; the initial contact, either through a website form or face-to-face chance greeting and the follow-up appointment after which a new client appointment is made or the client says "NO."

This is NOT enough and unfortunately, many would be clients are unnecessarily lost. **Having a system to track your contacts is essential to following-up and winning work.**

SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT
 25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP
 12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP
 ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS
 2% OF SALES ARE MADE ON THE FIRST CONTACT
 3% OF SALES ARE MADE ON THE SECOND CONTACT
 5% OF SALES ARE MADE ON THE THIRD CONTACT
 10% OF SALES ARE MADE ON THE FORTH CONTACT
 80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association

A complete "winning" followup scenario

In this example, we'll show you how Nexl's contact management system for lawyers can help you follow-up inside a full winning scenario.

Touch #1 & #2

When you meet a potential client on a face-to-face greeting and they show signs of the slightest interest, ask for their **information** before handing them your business card and then ask them if it's ok to follow-up with them in a few days.

WHY THE FORTUNE IS IN THE FOLLOWUP FOR LAW FIRMS

HOW CONTACT MANAGEMENT HELPS LAWYERS WITH BUSINESS
DEVELOPMENT

Pro tip: If it's an email Nexl's Contact Manager will automatically log it.

Touch #3

Between the first contact and the agreed upon follow up, send a quick e-mail telling them you enjoyed speaking with them. Be sure to thank them for their interest and remind them of their commitment.

Pro tip: Nexl's Contact Manager can set reminder for you to follow-up after meeting the prospect.

Touch #4

By the time you actually sit to meet with them (or have your scheduled conference call), you now have made 3 contacts with this same person. Sometimes the person will be ready to move forward. Regardless, send that person an e-mail thanking them,

outlining what was discussed and confirming another meeting. You may want to also ask the prospect if more information is needed or requested.

Pro tip: Nexl's Contact Manager allows you to group your contacts into "prospective clients" groupings.

Touch #5

If more information was requested or suggested, here's another opportunity to set another touch follow-up - remember it's about face time and creating familiarity.

Pro tip: Nexl's Contact Manager will automatically count all your interaction and show you dates of touch-points.

After "x" days, call the prospective client, asking them if they have any questions.

WHY THE FORTUNE IS IN THE FOLLOWUP FOR LAW FIRMS

HOW CONTACT MANAGEMENT HELPS LAWYERS WITH BUSINESS
DEVELOPMENT

Pro tip: Nexl's contact manager have space for you to log conversation notes and log interesting notes.

Touch #6

At this point - using your Contact Manager - you've set yourself up for three possible outcomes. First, they may say that the service is not for them, they still need more information, or they are not the person who ultimately makes the decision. Even if it's not an ideal outcome, you've established enough goodwill to ask for a referral.

Pro tip: Nexl's contact manager allows you to automatically track and log referrals so that you can reward your best referral sources.

Touch #7

Touch #7 can come in the form of an email thanking them

for their consideration, their referral or hopefully becoming a client. If this still did not result in a new client, ask if you may contact them in "x" months to see if either their business initiatives has changed. Schedule that into your CRM and in 6 months... FOLLOW UP.

Pro tip: Nexl's contact manager will automatically remind you to follow-up in 6 months.

Touch #8

If your communication did result in them becoming a new client, still contact them in 6 months and review with them how they've enjoyed their services, the results of the broader initiative and if they have any further issues, needs or comments. This is massively important because in legal services, law firms are on a continuous cycle of service; the previous service does not guarantee the next piece of work!

