

## **[TOP 20 UK LAW Firm] & Frosch Learning – in Partnership to Create Partnerships**

[A leading independent Law Firm], viewed as a fairly traditional blue-chip Firm. However, under the direction of the Managing Partner, the Firm is quietly re-inventing itself and introducing radical and innovative structural and operational changes which are having an effect on the Firms profile and relationships.

The Firm has gone through the long-haul of gaining acceptance of the need for marketing, establishing a clear idea of its own brand and vision for the future to reaching a stage where it recognised the need to actively manage client relationships.

Frosch Learning were selected by the managing partner due to our proven expertise, status and reputation as the UK's leading Top Client Management consultancy.

Our success is founded on our depth of knowledge within the professional sector.

Frosch's 5-Step process was undertaken.

### **Stage One – Research and Analysis**

Meetings took place across [the Firm] with selected Partners and Managers as well as evaluating the system and process in use for Client Management, prior to presenting a detailed paper on the Findings, Conclusions and Implications to the Firm's Project team.

### **Stage Two**

The foundations that the Firm needed to put into place prior to starting Frosch's Implementation were clarified and agreed.

### **Stage Three**

Frosch Learning worked with a selected "pilot" group of 10 Partners to develop a tailored approach that fitted the firms vision and values, together with specific skills training to ensure success.

Live nominated clients and intermediaries were worked on in-depth by the Frosch Learning's consultants over a four-month period with each member of the Pilot Group on an individual basis to ensure the tactics, tools and techniques were fully implemented.

### **Stage Four**

The results of the pilot were analysed by the project sponsors prior to agreeing to roll-out the initiative across the rest of the Firm.

### **Stage Five**

Over the next 12 months all of the Partners attended the Key Client Management Workshop prior to working on an individual basis with the Frosch Learning consultants on live nominated clients and intermediaries.

### **The Outcome**

- Best practice tools were developed to improve the performance of the client
- Clear, medium to long term strategies initiated to penetrate key nominated accounts
- A dramatic increase in [the Firm's'] understanding of their customers' businesses and individuals within the clients
- Key intelligence areas identified and developed
- Areas of vulnerability identified and reduced
- Multilevel relationships forged
- Increased profits

### **The Feedback**

“The knowledge that Frosch Learning have of our market place, and their ability to win the respect of the partners in our Firm, has enabled us to make tremendous changes in a short period of time. We are now moving to a 'buddy approach' where our Partners are pairing-up to continue the process and disciplines that Frosch Learning have given us”.

Managing Partner