

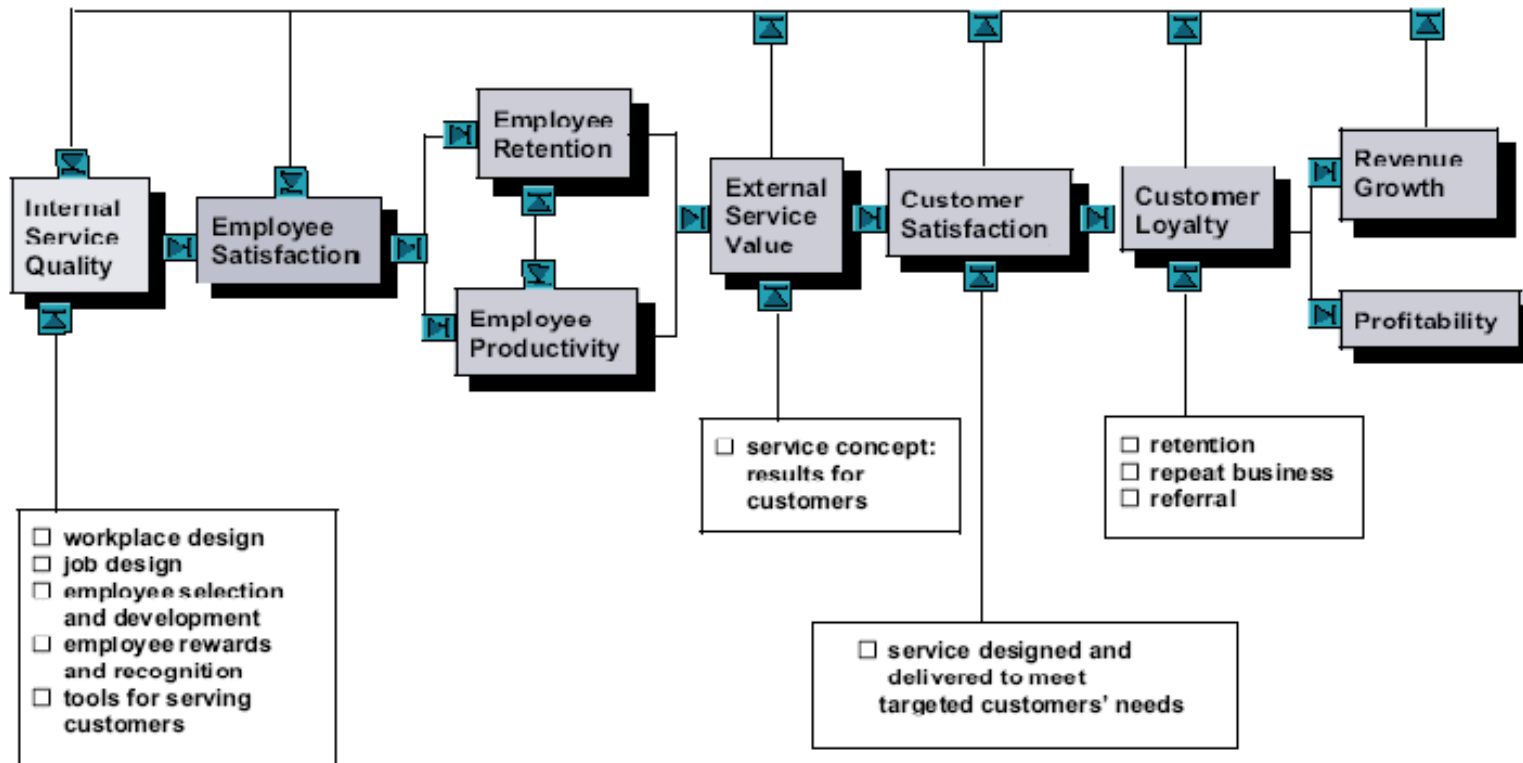


Specialists in Client Experience
and Business Development

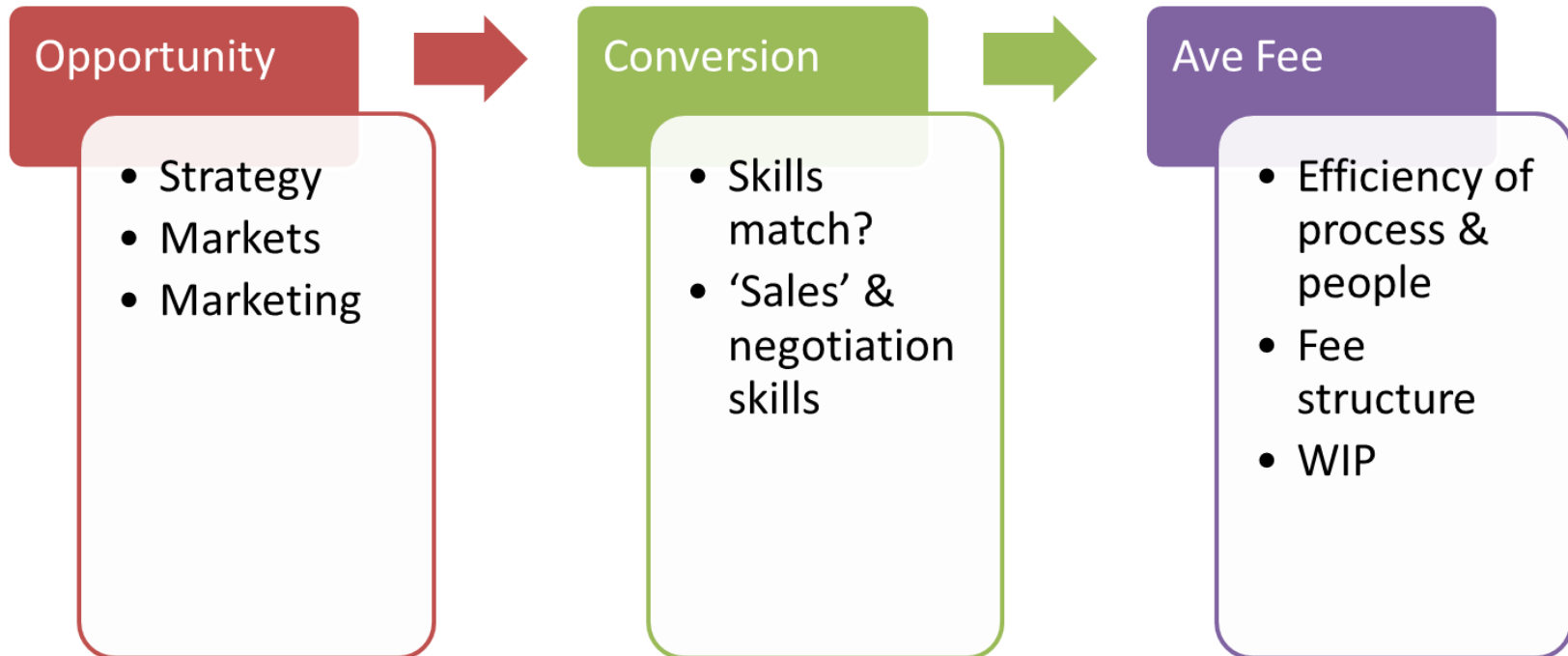
EPLA Conference

The Links in the Service-Profit Chain

Operating Strategy and Service Delivery System



Three Things



A Strategy for Growth

*WHERE TO
COMPETE?*

Niche	Re-segment your target market to create a niche	Develop a new activity to satisfy a specific market or opportunity
Head on	Do more or better of the same	New method, process or technology
	Same game	New game

HOW TO COMPETE?



WE OFFER 3 KINDS OF SERVICES

GOOD-CHEAP-FAST

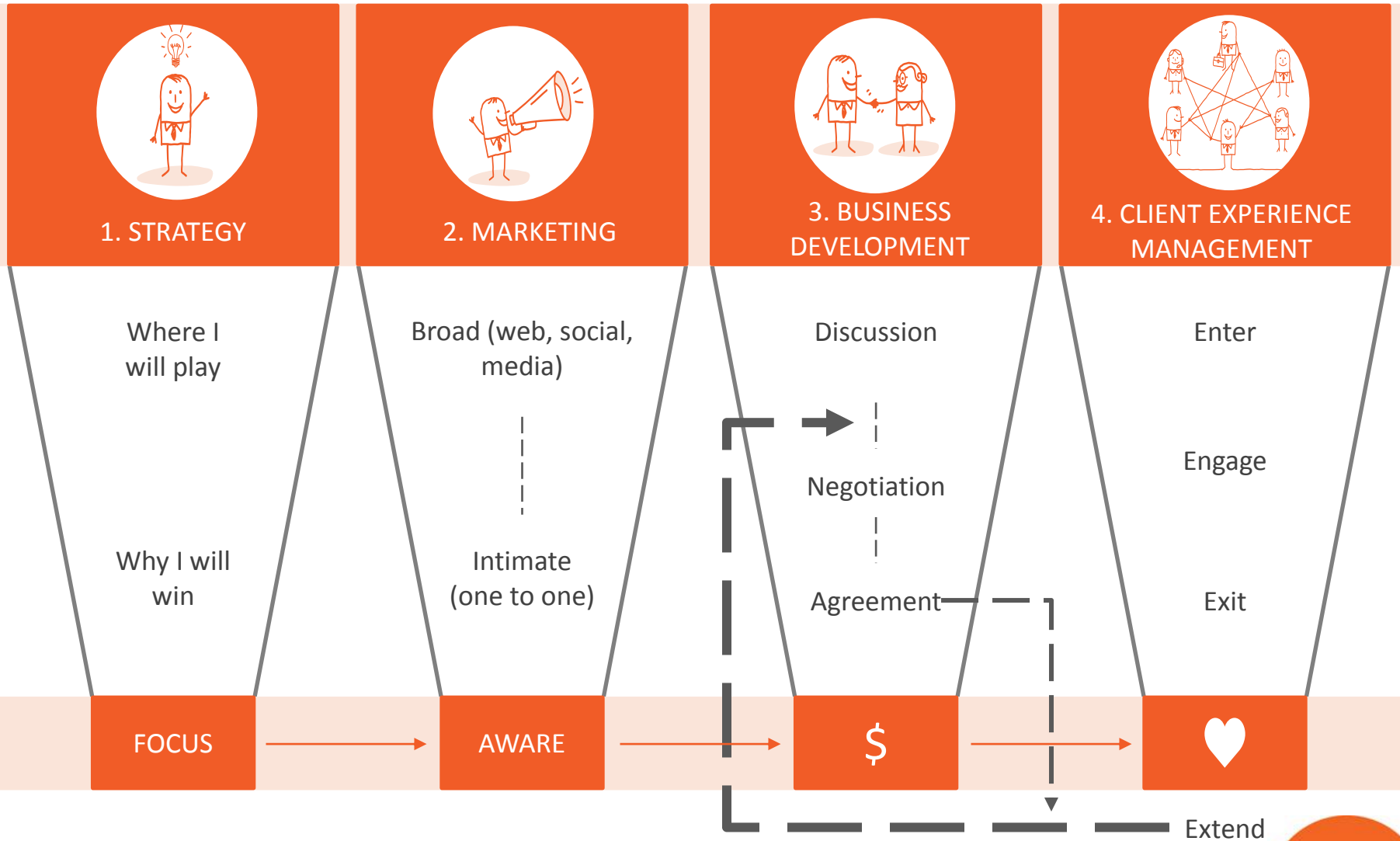
BUT YOU CAN PICK ONLY TWO

GOOD & CHEAP WON'T BE **FAST**

FAST & GOOD WON'T BE **CHEAP**

CHEAP & FAST WON'T BE **GOOD**

From Strategy to Client Management



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What matters most (Top 3)

1. Relationship with an individual
2. Concentration of specialist expertise
3. Reputation of Chambers

4. Fees
5. Number of Contacts
6. Ease of dealing with clerks / Range of expertise

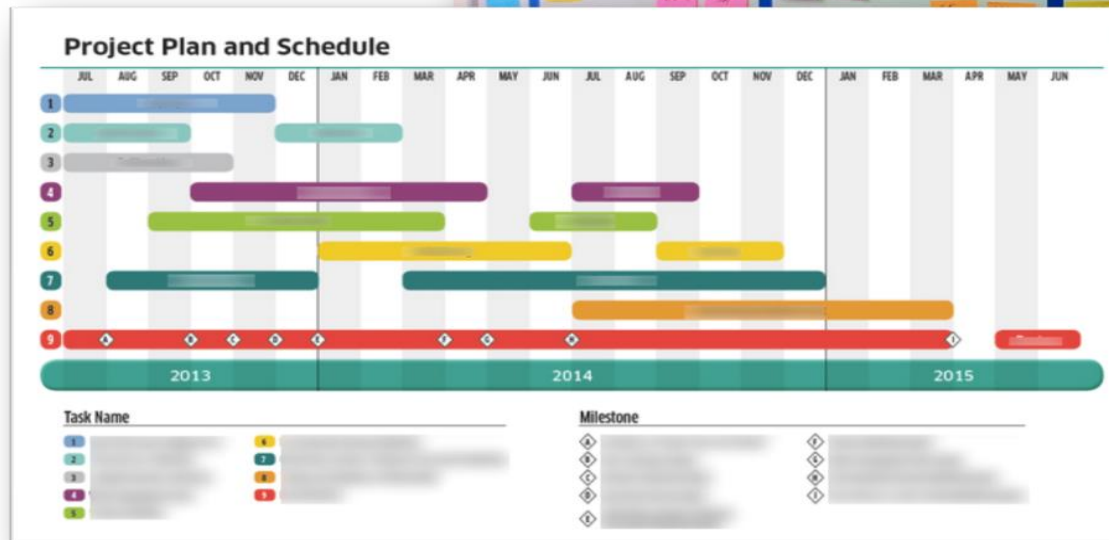
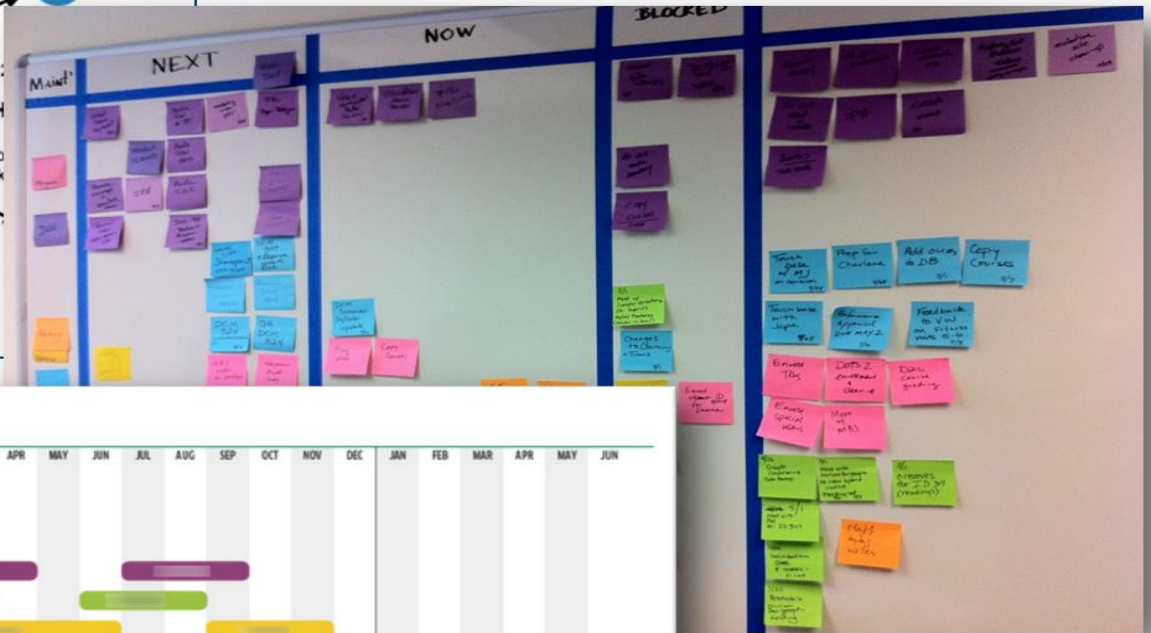
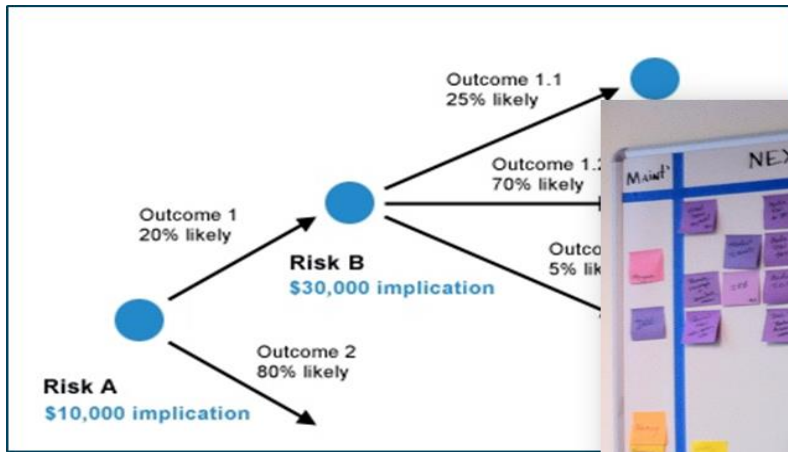


How Do They Verify?

If a Barrister you didn't know was recommended for an important matter what, if any, steps would you take to verify [Check Them Out] before making contact?



Expertise + Efficiency + Strategic Pricing



Further Reading

James Heskett, Thomas Jones, Gary Loveman, W Earl Sasser and Leonard Schlesinger (2008) *Putting the Service Profit Chain to Work*, Harvard Business Review.

Jordan Furlong (2016) *Law is a Buyer's Market: Building a Client-First Law Firm* L21Press.

Tim Williams (2010) *Positioning for the Professional Services Firm*, Wiley Advisor.

Richard Susskind & Daniel Susskind (2015) *The Future of The Professions*, Oxford University Press

Ronald J Baker (2011) *Implementing Value Pricing*, Wiley Advisor

Alex Osterwalder et al (2014) *Value Proposition Design*, Wiley



Education
[Projects and Research](#)
[Practice Notes](#)
Consultations
[Submissions](#)
[Information for Lawyers](#)

Consultations

From time to time the Office of the Legal Services Commissioner (OLSC) conducts consultations on issues relating to legal practice that warrant further consideration.

The consultations provide the OLSC with an opportunity to hear from the stakeholders of the legal profession, lawyers and the general public.

Previous consultations have included, for example, an analysis of the rules and regulations in relation to conflicts of interest and an evaluation of the billing methods of legal practitioners in Australia and overseas.

Social Media Practice Note

In March 2013 the OLSC produced a draft set of practice notes on the use of social media networking services by lawyers. After consultation the practice notes were finalised.

- [Social Media Practice Note](#) [90kb]

Cloud Computing and Outsourcing

In 2012 the OLSC produced a draft set of practice notes on 'Cloud

Accessible Version

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Sue-Ella1

Business Strategy | Business Intelligence | Business Development | Client Feedback

Sue-Ella has more than 20 years senior level experience winning and growing business in the professional services and B2B sectors.

Over that time she has helped many of the Asia Pacific's most recognised legal and professional services firms sharpen their business development practices, attract and retain clients, and become more profitable.

