

Engaging policy change in Legal Services for new ICT solution sales

Course Leader: Neil G MacArthur, Director of Strategy & Training, Industry Direct Limited (IDL)

Who is it for?

Sales, marketing and business development executives with IT or communication companies who need to rapidly achieve significant results from limited resources.

Why the Legal Services Industry?

The Legal Services industry comprises 16,455 barristers, 112,246 solicitors and 12,200 individuals authorised to operate in a wide range of legal services from conveyancing to support for corporations in implementing anti-corruption policy in line with the Bribery Law . The sector has been valued at £25.97 billion per annum and employs 323,000 individuals [Office Of National Statistics].

The UK legal services industry is now moving through a transformation phase due to the new Legal Services Board, increasing regulation and competition from Alternative Business Structures, Legal Disciplinary Practices and there is increasing use of Legal Process Outsourcing.

Additionally, there is pressure from clients for reduced or fixed fees, encouragement for Barristers chambers to merge for fewer, larger Legal Aid contracts, and the need to engage e-conveyancing, electronic court filing and virtual courts.

The consequence of these significant pressures is that ICT application and infrastructure solutions, onsite or hosted via a Cloud, will play an increasing role in reducing the cost and risk for Legal Service Providers in meeting this range of new challenges.

How do you benefit?

Delegates will gain a structured step-by-step presentation and interactive discussion using the Legal Services Sales & Marketing Plan. The main benefit is to accelerate the delegate's company into understanding and selling ICT solutions into the legal market by implementing an already formatted Sales & Marketing Plan that will be easily customized to the delegate's organisation after the event.

What is the course outcome?

This expert facilitated training event provides the delegate with a comprehensive structured Legal Services Sales & Marketing Plan for ICT solutions.

The plan demonstrates the compelling issues in the Legal Services industry driving demand, the business case for customer ICT investment, the ICT solutions based upon best practice, the main target legal markets and decision makers, with a recommended action plan to generate demand quickly.

Course Overview

- 0930 Registration
- 1000 Introduction to training objectives and agenda
- 1015 Legal Services 2011 overview
- 1030 **Plan Step #1** Compelling Legal Service policy issues & business case
- 1130 **Plan Step #2** Legal Service ICT Solution sets
- 1200 **Plan Step #3** Recommended sales objectives
- 1215 Lunch
- 1245 **Plan Step #4** Target Legal Service markets, decision makers & influencers
- 1330 **Plan Step #5** Sales & marketing action plan
- 1400 Review, assessment & close

Course Leader

Neil G MacArthur is Director of Strategy & Training at IDL, the Thought Leadership IT and communications analyst www.idlworldwide.com.

Neil MacArthur is a senior practitioner analyst who has delivered over 10,000 delegate days of IT vendor training in Sales & Marketing Planning worldwide based upon the very successful IDL *“Repeatable Solution Sales”* planning framework.

Course materials

All delegates will receive a paper copy of the course materials with space for notes plus the option to select copies of “real world” documents presented in support of the insight being discussed.

“In house” training option

If the Intellect member company has more than 5 delegates who wish to attend the Legal Services Sales & Marketing Plan training then it can be delivered at the company’s location to save travel costs and provide a training event that will focus upon the individual company and its solutions.

Please contact katie.cope@intellect.uk.org for an “in house” training proposal.

Testimonials from other IDL courses

“An extremely useful course, well presented and delivered by someone that really understands the issues!” **Andrew Tavener, Marketing Manager, Eduserv**

“This course was extremely valuable. I believe that I now have the necessary understanding, perspective and outline-plan to move forwards with my own attempt at selling my company's (which is an SME) services to parts of the public sector.” **Kate Craig-Wood, MD, Memset Ltd**

"I found the course refreshing and it gave me ideas on a fresh approach to promoting our services; it was nice that it was a small group attending - concepts and opinions could flow freely." **Bill McCumiskey, Business Development Manager, DNV IT Global Services Ltd**

Venue	Intellect Conference Suite, Russell Square House
Max	16
Duration	Half day
Time	10:00-14:00
Fee	Intellect members £295+VAT non-member £495+VAT