

Promoting Your Litigation Support Services

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BEFORE YOU START SELLING.....Prepare!

- Know what you do well and how well you do it
- Know your costs and value - do the math
- Know your team - strengths and weaknesses - both can be selling points
- Know what other firms do
- Keep up to date on latest developments in lit support

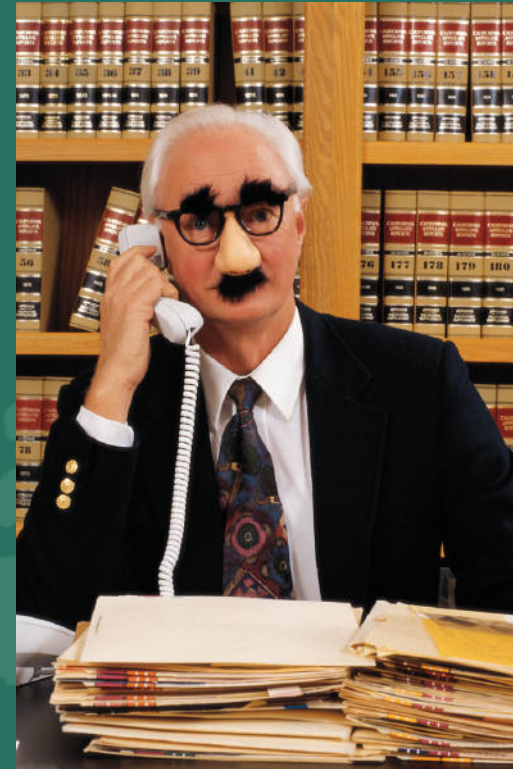
BEFORE YOU START SELLING.....Prepare!



- Hone that telepathic ability.....
- Anticipating what the lawyer teams need is great marketing
- Show vision - having a one year, five year and beyond plan for your group and services is also a great marketing tool

Who do I market to in firm?

- partner
- associate
- student
- assistants
- HR
- Marketing Department
- others?



How do I sell them??

- client references
- practice group meetings
- to lit assistants/secretaries
- intranet
- anywhere anyplace

How do I sell them??

- Cross marketing



Love those naysayers....

- turning around bad press to your advantage



Marketing to Clients

- Need firm support
- May need to be aggressive with making sure lit support info is included in client proposals
- Can your marketing department help - promotion, bios, website exposure?
- Insist on involvement at the onset of a matter - visibility will help sell your services

QUESTIONS or COMMENTS?



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