



simplifying client development and retention **Strategies For Law Firms**

contract and legal outsourcing **Project, Discovery, Research, Ramp up/ Draw down**

attorney search and placement **Complete Search and Hire Services, Outplacement**

merger consulting **Comprehensive Research and Firm-matching Services**

consulting  
training  
staffing  
Support

[Wilcox-legal.com](http://Wilcox-legal.com)

# . . . at work for you

## CLIENT DEVELOPMENT AND

Do you have some very good associates but they have not had to develop a client base as of yet? Maybe they do not know how. Perhaps you or the partners at your firm want to grow your client base or further develop the clients that you already have?

We work with your firm on a program where you or others at your firm learn ways of stepping outside the daily attorney-client conversations and ask questions that help develop business, diagnosing what your clients needs are. Attract new clients, retain ones that you have, or expand the scope of the work that you are doing for them now.



### **Understanding and coordinating your firm/ individual message:**

I consult with various people from within a firm from marketing to the managing partner to the receptionist, and if possible with clients that you select, to understand your unique capabilities. From this, we create messaging that ties to your brand.

### **Individual consulting:**

The Process is lost if there is not a plan to implement it. The individual consulting is meant to identify how the Process can be used to work with each attorneys strengths and create a plan moving forward. We confidentially discuss prospects, qualification, and securing incremental business.

## CLIENT DEVELOPMENT PROCESS IMPLEMENTATION

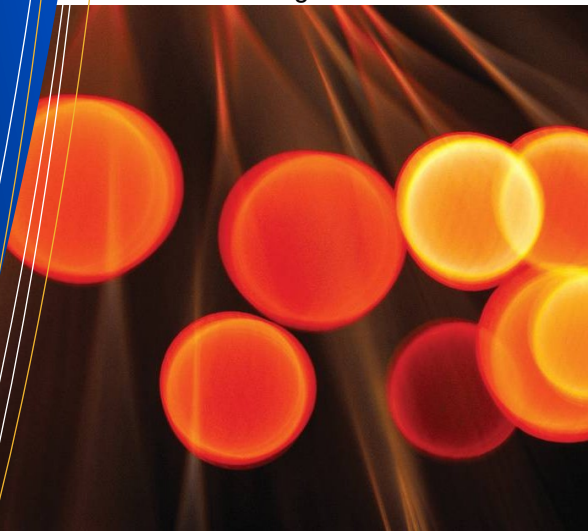
### **Customized seminar that is facilitated with your attorneys:**

I don't give canned seminars to firms. The idea is to arm attorneys with how the Process works in your unique environment. I say, "facilitate" because it is interactive and fun. Not death by powerpoint.

### **Success measurement:**

This is a pillar of Client Development Process that I teach and practice. I work with firms closely to consult as the firm and attorneys engage the Process and measure results. Every 90 days, I meet with the firm formally to track the success of the Process implementation. What is working, what needs to be adjusted

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## ATTORNEY PLACEMENT SOLUTIONS

We do everything from pre-screening, providing a firm or corporation with resume, writing samples, transcripts, and references of candidates that match as closely as possible with their specific search. We do not believe that attorneys are a commodity and treat each search as if it was an opportunity to provide a solution to an organizations specific needs.

## LAW FIRM MERGER CONSULTATION

We work with firms on identifying firms or practice groups that match a larger goal in the firms direction. We also work with firms on managing the changes that take place in blending groups together geographically, practice areas, and firm Culture. Documenting best practices that create a blueprint for firm success.



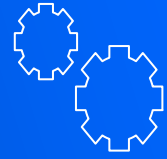
## Training and placing attorneys

### LEGAL OUTPLACEMENT SERVICES

Law firms have to sometimes make the tough choice to layoff attorneys.

We help those attorneys prepare for the next phase of their career through resume assistance, training, career guidance.

Firms find value in our service because it helps get people back on their feet quickly that have worked hard for them, reduces lawsuits and maintains morale for the attorneys that are still employed.



### CONTRACT AND LEGAL OUTSOURCING:

- Developing custom workload solutions that link well with your current team while providing the same level of dedication;
- Providing flexible retention options that allow you to maximize the expertise of the additional resources without incurring unnecessary costs; and
- Offering multiple options for each assignment that maximizes your flexibility and is responsive to your changing support needs.
- Ensuring that the quality of hire matches your clients expectations of your brand

### WORKLOAD ANALYSIS AND OPTIMIZATION:

Obtaining legal support to reduce your costs is an important decision for most law firms. There are more options than ever before to offshore, near shore, or backdoor work to low cost, third parties. With so many options, law firms as well as in-house counsels struggle to determine the best combination of alternatives that protect clients, preserve quality, ensure standards, and reduce cost.