

Leveraging Big 4 Consulting Best Practices to Bolster Your Business Development Strategies

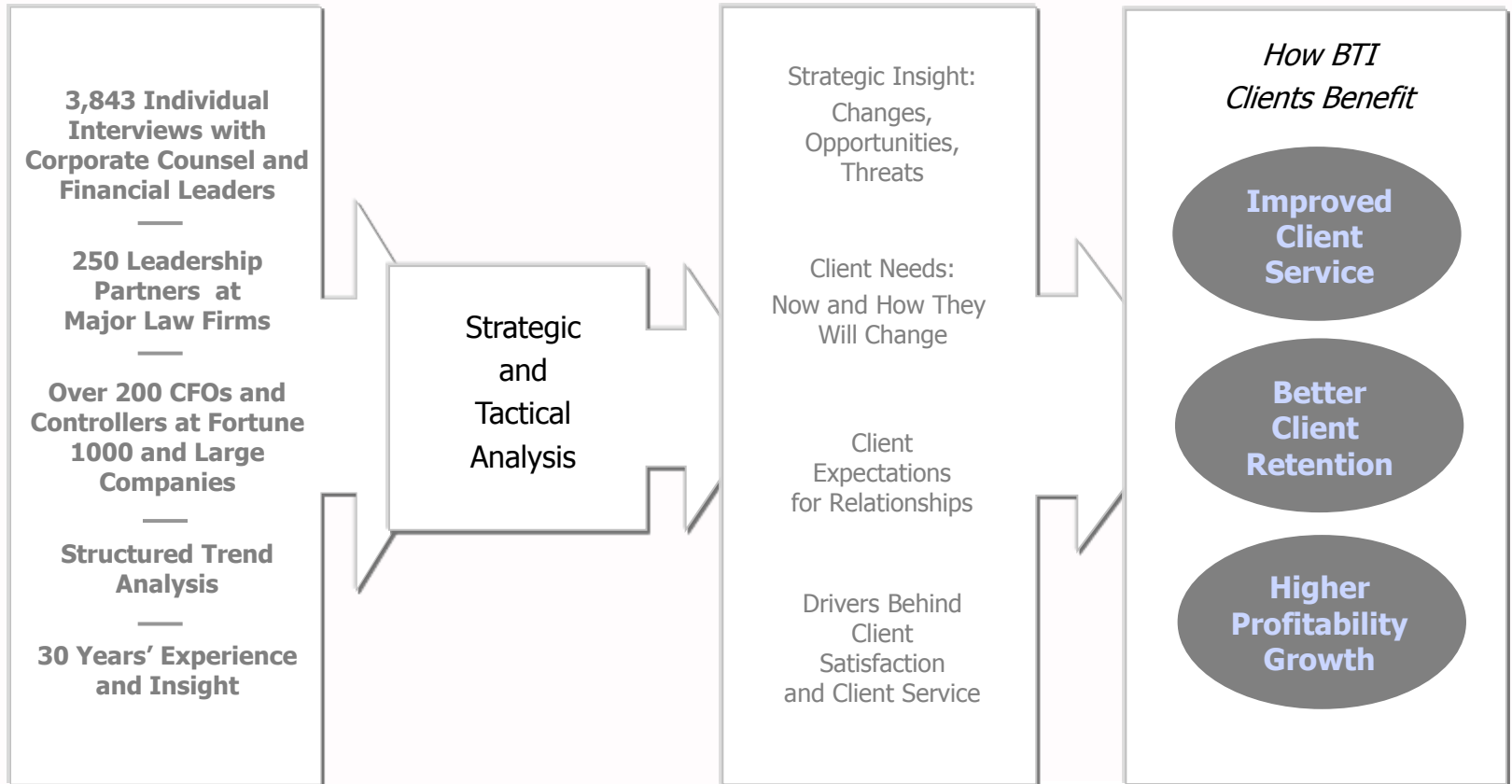
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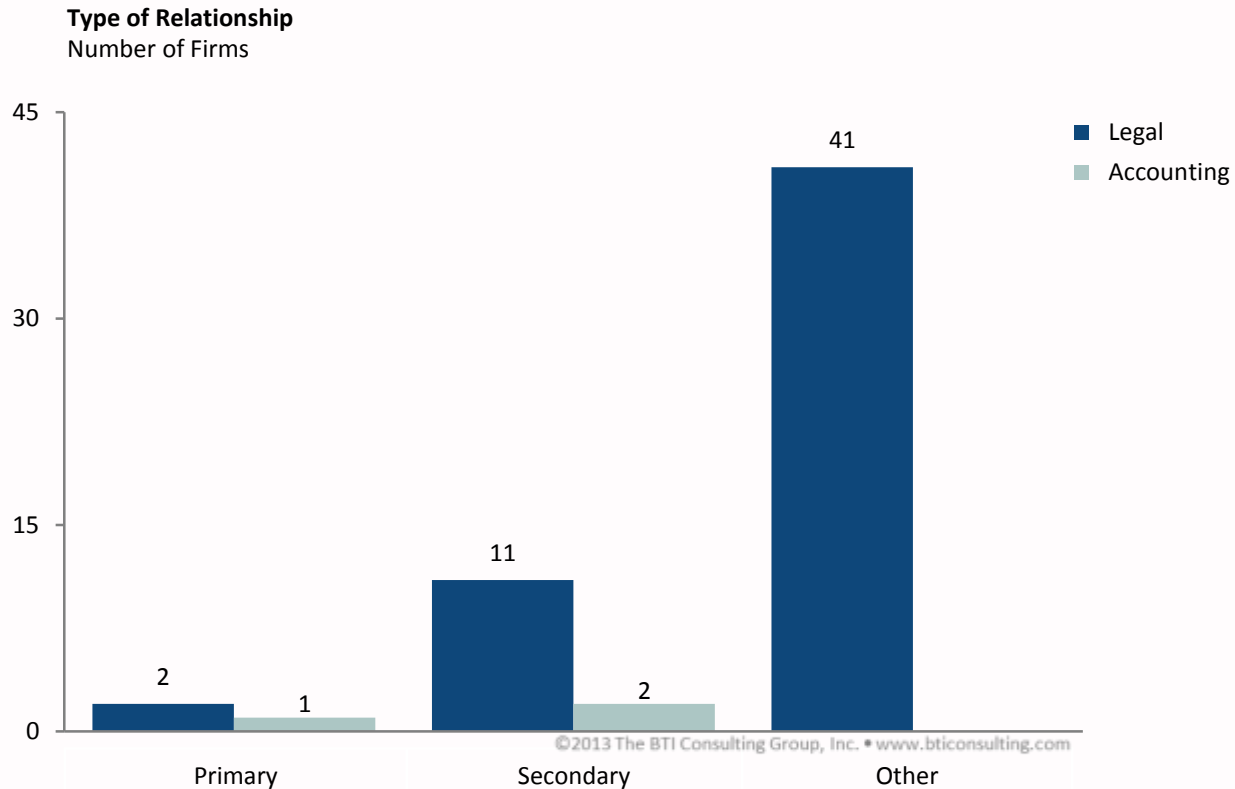
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The BTI Approach

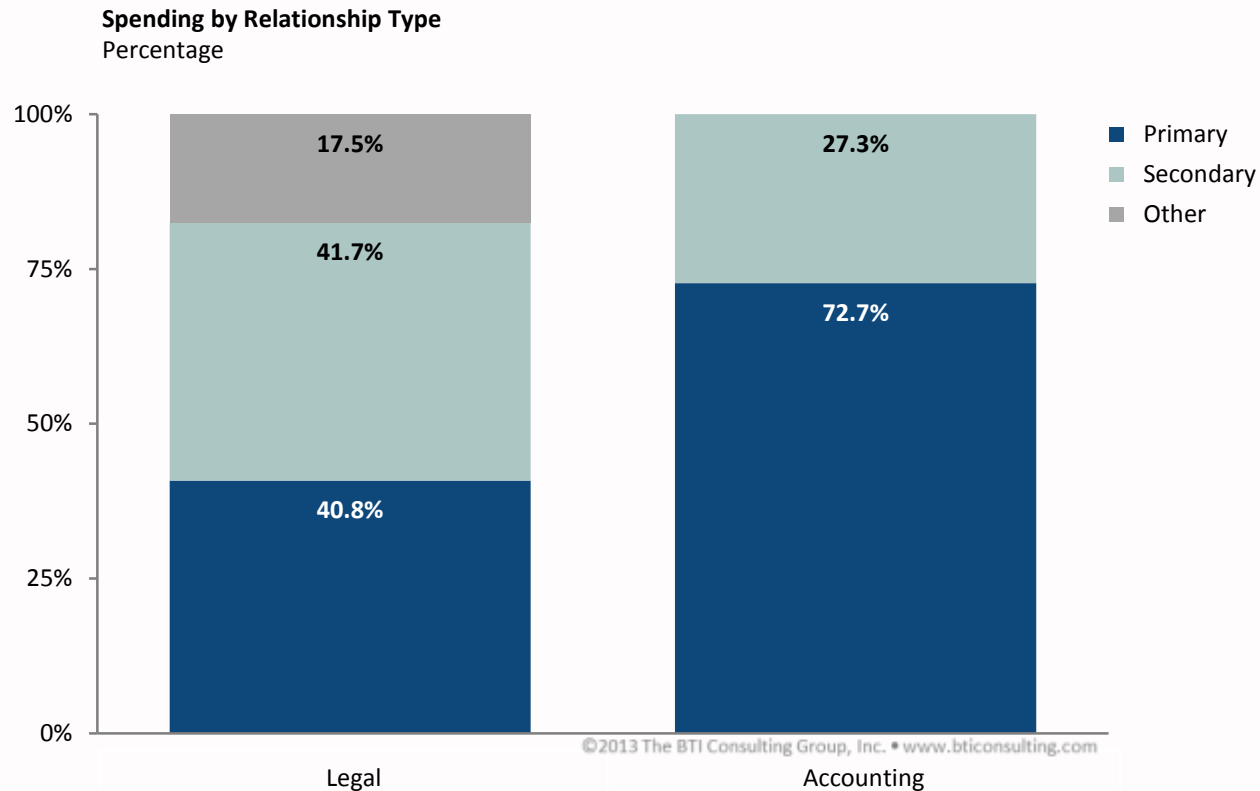


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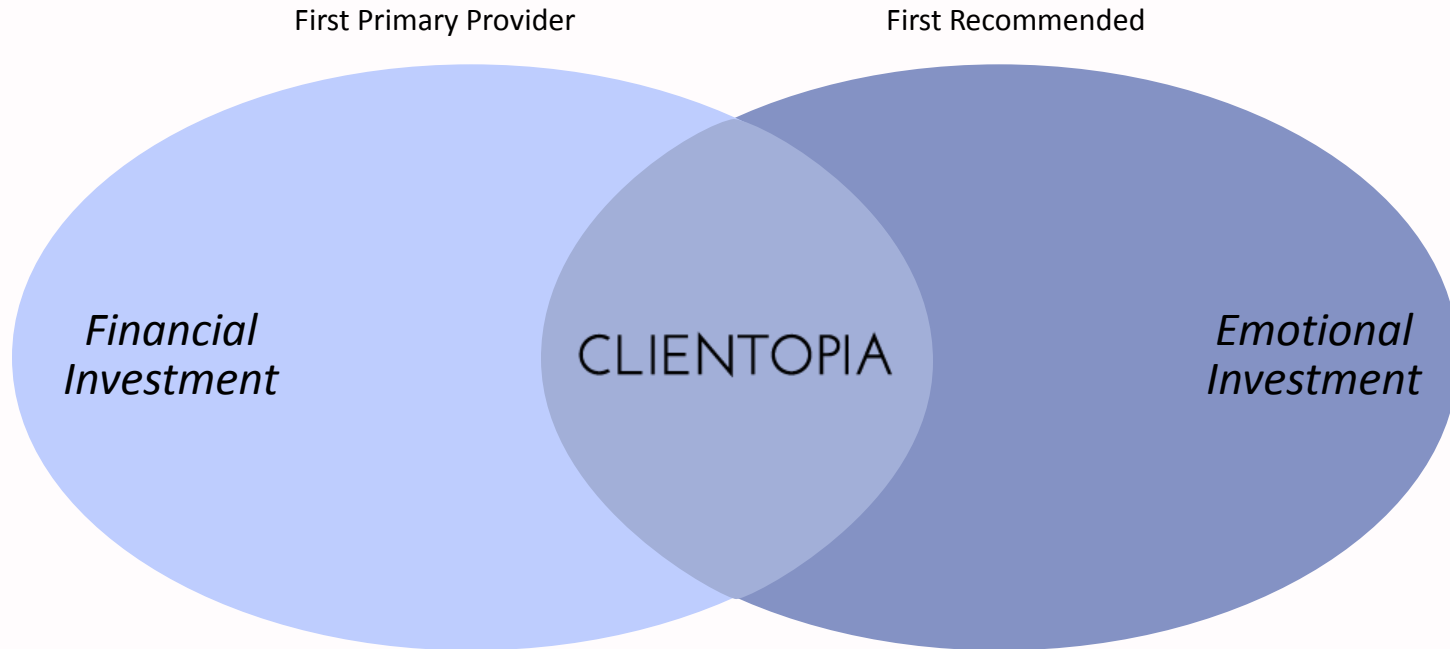
Strategic Disruption: Clients Rely on Multiple Core Firms in Both Industries; Legal “Noisier” with 13 Core Firms



Big Bucks at Stake: Core Firms Capture Bulk of Dollars in Legal and Accounting



CLIENTOPIA: The True Test of Satisfaction in Professional Services



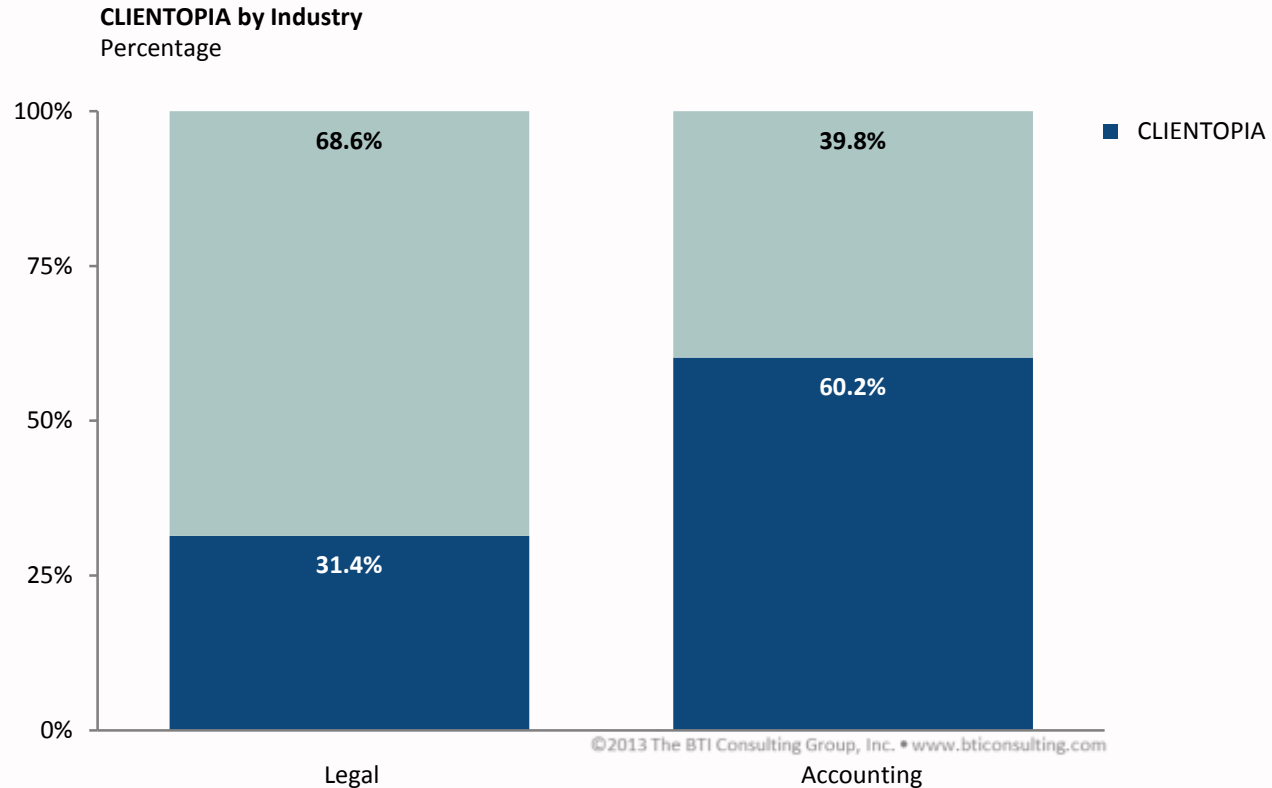
CLIENTOPIA™
The Ideal State of a Client Relationship

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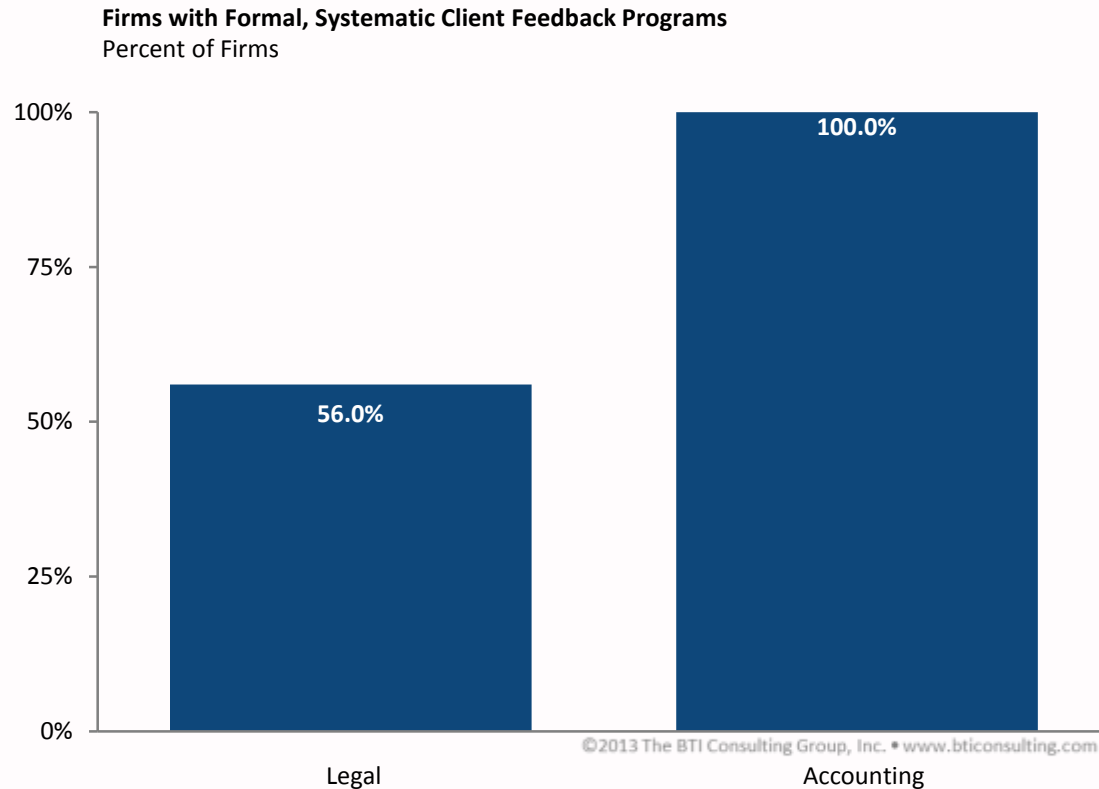
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Accounting Firms Boast a CLIENTOPIA Rate Nearly 2x Higher Than Law Firms



Each of the Big 4 Run Robust Client Feedback Programs Just 56% of Top Law Firms Have the Same



Best Practices to Boost CLIENTOPIA Today

1. Anticipate client needs
 - Develop proactive strategies to anticipate needs for each specific client
 - Major clients
 - Client needs change every 12-18 months
 - Educate clients on new issues
 - Proven tool to deliver superior value
 - Draw on experience with other clients in similar situations
 - Questions to ask your clients:
 - How have your goals changed?
 - What changes have you implemented to better meet business needs?
 - How will you measure success?
 - Have you estimated your costs for this?
 - What is the outcome you want from this effort?

“Our audit firm is constantly on top of all the newest trends, our changing needs and they communicate with me personally.”

*—Chief Accounting Officer
Regional Industrial Chemical Producer*

“What we need is practical business advice delivered in a timely way.”

*—Senior Corporate Counsel
National Health Insurance Giant*

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Best Practices to Boost CLIENTOPIA Today

2. Bring new ideas
 - Come to the table with new ways to think of old problems
 - Offer creative solutions and alternatives
3. Manage more efficiently
 - Embed action items in daily operations
 - Consistent, ongoing and systematic communication
 - Act accountable
 - Deliver on time
 - Be cost-conscious
4. Learn our business better
5. Be solution-oriented

“More efficiency and better communication throughout the audit to reduce time wasted would add value to my organization.”

*—Director of Corporate Accounting
Leading Diversified Chemicals Manufacturer*

“Our top firm is coming up with creative ways to lower cost and still deliver high quality work.”

*—Vice President and General Counsel
Fortune 500 Staffing Services Firm*

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BTI's Research with Legal and Financial Decision Makers

	Legal	Accounting
Respondent Demographics	<p>Over 240 one-on-one interviews with General Counsel and senior legal executives at Fortune 1000 and large organizations form the basis for this report. These companies have an average revenue of \$16.6 billion and cover a wide array of industries:</p> <ul style="list-style-type: none"> • Banking & Financial Services • Chemicals • Consumer Goods • Energy • High Tech • Insurance • Manufacturing • Pharmaceuticals • Retail Trade • Telecommunications <p>Key individuals responsible for legal affairs at large organizations, including:</p> <ul style="list-style-type: none"> • 53.3% General Counsel or Chief Legal Officers • 37.1% Direct reports to General Counsel 	<p>A total of 243 in-depth interviews were conducted with financial executives at Fortune 1000 and large organizations. These companies have an average revenue of \$2.4 billion and span more than 10 industries, including:</p> <ul style="list-style-type: none"> • Banking & Financial Services • Biotech & Pharmaceuticals • Consumer Goods • Energy & Utilities • High Tech • Manufacturing <p>Key individuals responsible for finance and accounting at large organizations, including:</p> <ul style="list-style-type: none"> • 87.4% CFOs, CAOs, and Controllers • 11.7% Direct reports to C-level finance executives
Methodology	BTI targeted General Counsel, C-level and senior executives at Fortune 1000 and large organizations.	BTI targeted CFOs, CAOs, Controllers and senior finance executives at Fortune 1000 and large organizations.
Field Dates	March 22, 2012 through September 12, 2012	August 25, 2009 through December 20, 2010

How BTI Helps Our Clients

1. The most powerful, high-impact and actionable client feedback
 - Proven call to action for partners
 - Convince professionals to embrace change
 - Proven metrics linked to profits and growth
 - Metrics linking partner and firm performance
 - Detailed road map for business development
 - Measure against 17 activities clients say drive relationships
2. Far-reaching client service initiatives
 - Client feedback
 - Client Service Boot Camp training
 - Firm-wide training
 - Client Service Standards embraced by partners
 - Proven follow up to integrate superior client service into daily life
3. Compelling strategic assessments
 - Market share gains and losses
 - Client relationship strength and stature
 - Client service performance
 - Calibrate your strategy to market trends
 - Target strengths and points of weakness
 - Learn from proven leaders of all sizes
4. Brand health diagnostics
 - Market perception
 - Points of differentiation
 - Positive differentiation
 - Index your awareness to aspirational and competitive peers
 - Close gaps between self- and client perceptions
 - Learn from metrics linked directly to:
 - Growth
 - Profits



Contact BTI

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