

Business Development and Attorneys in Law Firms – Survey Summary – 8-3-09

We wanted to find out how attorneys (in private law firms and sole practitioners) are developing their business given the changing economic climate: where demand for legal services is no longer a given; where firms are reducing their staff size (layoffs); where there is intense pressure on clients to reduce legal services expenses; and where increased competition in the marketplace is a standard.

We received a low response rate to the survey (76 respondents ~ 2% response rate); however, we believe the data reveals some interesting information about attorney behaviors as it relates to business development.

	President/Partner/Shareholder 50% of survey respondents	Sole Practitioner 35% of survey respondents	Associate/Of Counsel 15% of survey respondents
Currently, Not Ahead of 2008 revenue	58%	77%	40%
Yes , Harder Now to Find, Engage, Close business	83%	44%	40%
Very Confident or Confident in Business Development skills	58%	66%	60%
Do Not Regularly Ask Referrals	66%	66%	80%
Doing Too Much Un-Paid Consulting	66%	66%	60%
Not Comfortable in Sales Role	33%	66%	60%
No Business Development Plan in Place	75%	88%	20%
<i>Of those that have a Business Development plan AND Producing good results</i>	33%	100%	50%
Yes, Very Likely or Likely to seek to Improve Business Development Skills	75%	77%	100%

RECRUITING

CONSULTING

TRAINING