

# Transforming How You Sell: A Strategic Approach to the Sales Process

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# BACKGROUND

How did this all come about?

# WIFM - What is In it For Me?

- Markets have changed
- Competition is Aggressive
- Need to Succeed
- Exposure to a Proven Strategy
- A more natural way to connect
- A more natural way to build lasting relationships
- A way to sell more

# ECONOMY – WSJ

The last 5+ years have been challenging  
on the economy



- ❖ “Worst Crisis Since ‘30s, with no End Yet in Sight” – WSJ, Sept. 18, 2008
- ❖ “U.S. to Buy Stakes in Nation’s Largest Banks” – WSJ, Oct. 14, 2008
- ❖ “Banks Fear a Deepening of Turmoil” – WSJ, March 17, 2008

# LAW FIRMS – AML

The last 5+ years have been  
challenging on law firms

- ❖ “Wells Fargo Survey: Sluggish Growth for Firms in 2013” - AmLaw Litigation Daily, Feb. 6, 2014
- ❖ Study: “Demand for Legal Work Has Dipped 5 Percent This” - AmLaw Daily, Sept. 13, 2013
- ❖ “WHERE THE AX FELL; Six Am Law 200 firms cut jobs in the first months of 2014” – AmLaw, May 1, 2014



To find what we are looking for, you have to know how to look.



# What Doesn't Work

## **Example #1:**

*"I'd like to come in and tell you about our firm. We've been serving your industry for many years, and if you will tell me some issues you're dealing with, I can show you what we'd advise."*

## **Example #2:**

*"I know you're facing issue X right now. We have handled that type of issue for a number of companies, so wouldn't it be worth your while to see what we can do for you?"*

# Learn from the Great



Holds or shares 61 NHL records

- 40 regular season records
- 15 Stanley Cup playoff records
- 6 NHL All-Star game records

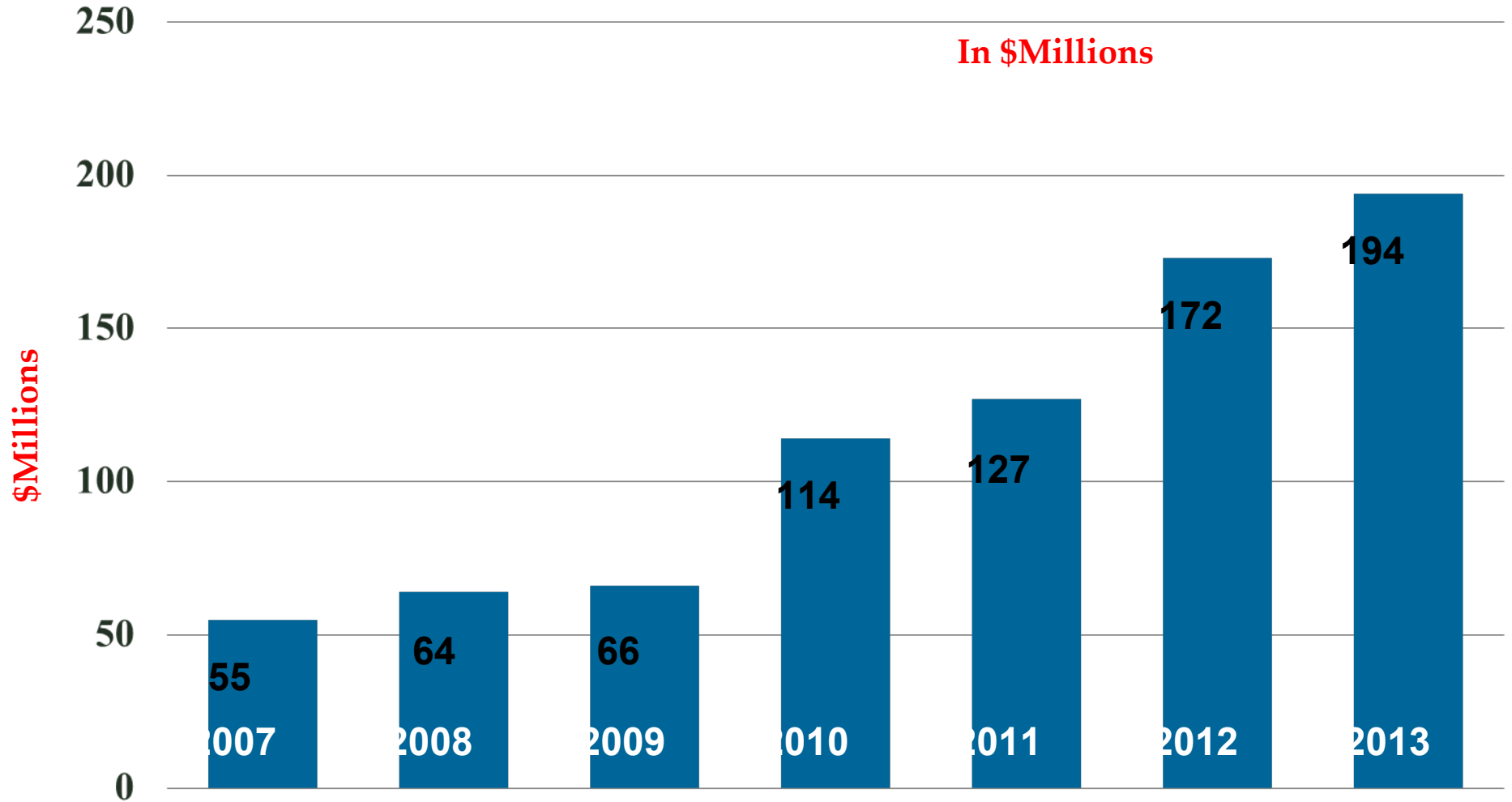
*Answer, when asked what made him successful*

Wayne Gretzky

*“I skate to where the puck is going to be, Not where it is.”*

# REVENUE IMPACT

In \$Millions



# A Blue Print For Sales Success

- Clients need more than a friendly face.
- Clients need innovative solutions that turn knowledge into value, and help them be successful personally and professionally.
- We need to develop a mindset focused on relationships, and based on a process of innovation to:
  - ✓ Create New Relationships
  - ✓ Maintain & Grow Existing Relationships

# What Is An Opportunity?

We must first understand the basics of business opportunities

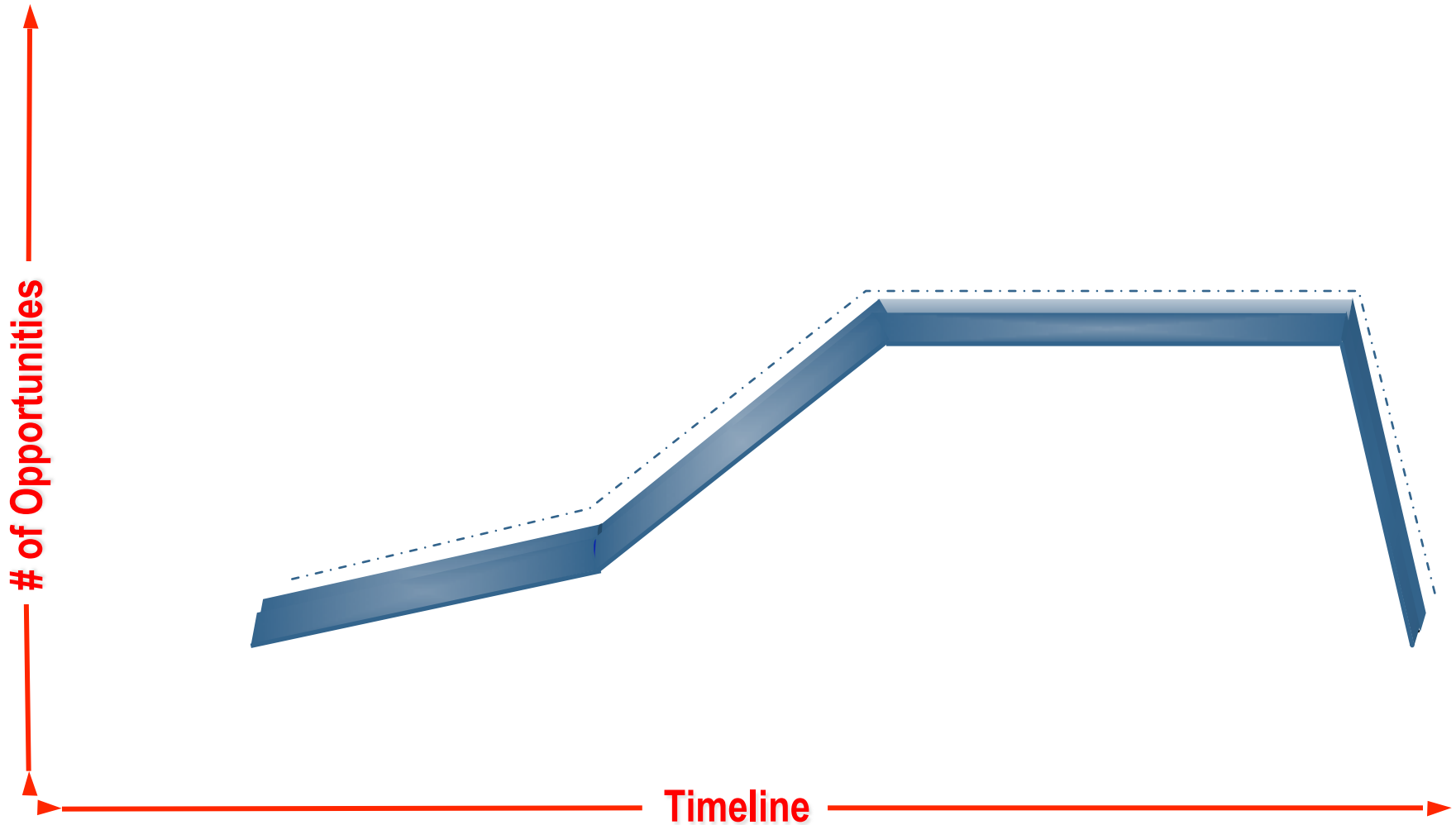
## One-Off Opportunities

- No similar definable characteristics
- Difficult to plan for
- Can be reacted to on a one-off basis

## Mass Opportunities

- Can be recognized by distinct, definable characteristics
- Impacts results in a need
- Impacts a Target group in a similar way
- Can be planned for and pursued on a proactive basis
- Can expand existing relationships and develop new relationships

# Market wave = Lifecycle “Rock-Ripple”

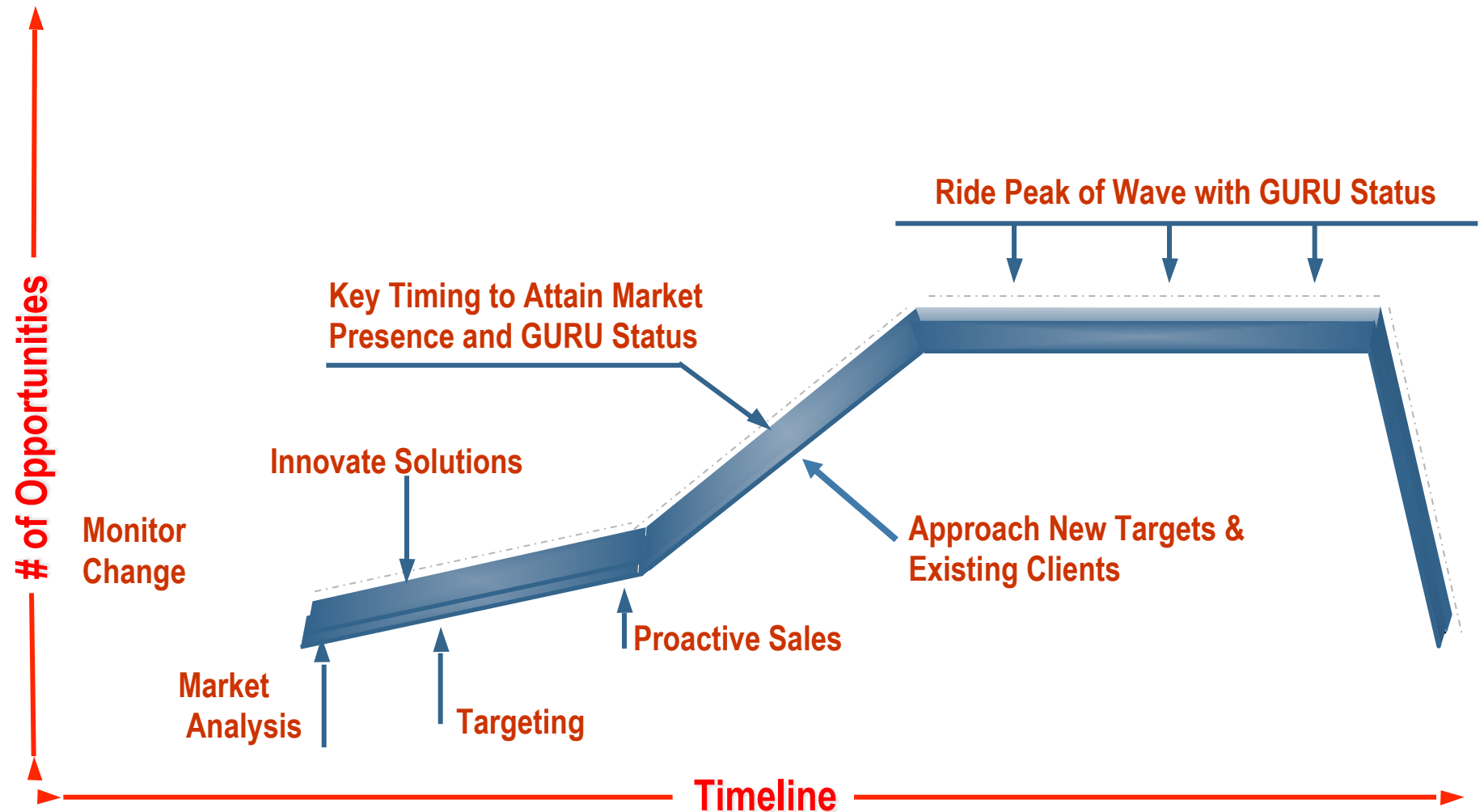




# The “Rock- Ripple”

- You cannot grow revenue through a series of unrelated one-off engagements.
- Anything that disrupts or changes the conduct of business is like a rock thrown into a pond; it makes a splash, it makes news.
- Disruptive events open multitudes of new opportunities, and that’s where growth is found.
- Those entities directly and indirectly affected may have an immediate need for a service / solutions
- Your clients are craving insights of these Rock-Ripples.

# Understanding the Lifecycle



# Examples of Mass Opportunities

## Mass Opportunities

*Examples of Ideas that worked*

- S&L Crisis – Takings
- M&A Salmonella
- Utility – Spent Nuclear Fuel
- Steel – Asian Economic Crisis
- Data Breach
- Credit Crisis and beyond
- Chinese Reverse Mergers
- BP Oil Spill Fund

## Mass Opportunities

*Examples of Ideas that are New*

- SEC Accounting investigations
- CFPB Investigations
- Whistleblowers Driving FCA – Health Care, Financial Firms
- Volcker Rule Compliance
- Pay for Delay Litigation (Life Sciences)
- Stark Physician Compensation Litigation
- Mortgage Servicing
- Securities & Fraud on the Market
- Fraudulent Marketing Litigation – Food Industry

# Leveraging Mass Opportunities

- Increase opportunities (at bats) while reducing our cost per sale
- Achieve critical mass of case studies early in the trend cycle, through initial wins
- Extend our reputation as Thought Leaders
- Deepen Client Relationships by co-developing innovative approaches with “friendly” early adopters

# Next Steps

# Our Strategic Initiatives Platform

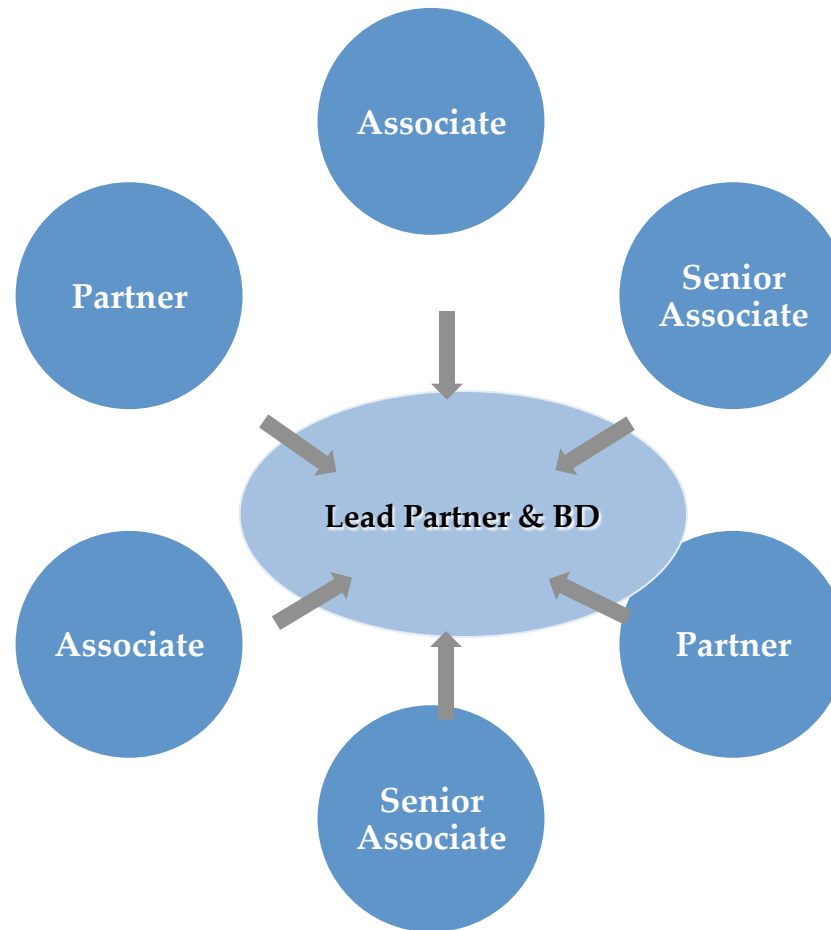
***Strategic Initiatives:*** Powerful proprietary BD platform that produces significant results for the Company in the following ways:

***Creation of Unique Value:*** The BD team offers client-serving professionals a proven methodology to refine and accelerate great ideas into actionable, go-to-market programs.

***Thought Leadership:*** The *Strategic Initiatives* model positions the BD team as key contributors in assisting and creating thought leaders.

***Content-Driven Outreach:*** Going to market with a point of view on hot topics has created more top-of-mind awareness by connecting with new and existing relationships more often & making follow-up easier

# What We Are Doing



# Strategic Initiatives Summary

## Marketplace Benefits

- Fresh Perspectives on Hot Topics
- Content-Driven Outreach: Direct & Indirect
- Avoid commoditization

**Summary:** The Strategic Initiatives program, which is unique in the professional services industry, has been created from scratch, and is now a fully developed, repeatedly proven model for generating fresh ideas, and turning them into actionable revenue programs.



# Next Steps

- “The world is changing...dramatically”
- “Is your sales strategy changing to match this new reality?”
- “Is your current sales strategy effectively growing revenues?”
- There is a Proven Strategy to more naturally:
  - ✓ Connect
  - ✓ Build flourishing relationships
  - ✓ Sell more work
- Let’s Connect – Take the Journey Together