

# 2020 Legal Sales Uncovered: Salary & Trends Survey

## Top Statistics



*Roles &  
Responsibilities*

*Top 4  
Roles*

1. Strategic Planning
2. Sales Strategy & Coaching
3. Marketing & Communications
4. Client Service

**80%**

*External  
Facing  
Roles*



**80%**

*Impact Revenue  
by Growing Both  
New and Existing  
Clients*

**80%**

*Have Direct Client  
Contact*

**> 40%**

*Correlation Between  
Firm Revenue &  
Salary/Bonus*

*Nearly*

**75%**

*Active Members  
of Client Teams*

**17%**

*Members of Firm's  
Management  
Committee*

**5%**

*Received \$100K+  
For Most Recent  
Bonus*

**LSSO**<sup>SM</sup>  
LEGAL SALES AND SERVICE ORGANIZATION INC.