

## LSSO SALES & SERVICE AWARDS CATEGORIES

### William J. Flannery Sales Awards

Bill Flannery was the 2021 recipient of LSSO's Lifetime Career Achievement Award. During his sales and sales-training career, he influenced thousands (and thousands!) of people, helping them become sales achievers.

- **Sales Executive of the Year:** This award is for a professional—who leads and is primarily responsible for sales/business development—who played a crucial role in acquiring and/or growing clients. Metrics should include references to increased wallet and market share.
- **Sales Team of the Year:** This award goes to a team that played a crucial role in acquiring and/or growing clients. Metrics should include specific measurements of firm profitability.

Examples of activities that meet the nomination criteria include:

- Strategic account management/key client program development/execution
- Client pursuit and growth activities, such as increasing market and wallet share, retaining an 'in jeopardy' client, developing a substantive new client relationship from contact through the client acquisition phase
- Sales training and coaching program

### Leonardo Inghilleri Service Excellence Awards

Leonardo Inghilleri is the 2022 recipient of LSSO's Lifetime Career Achievement Award. He has dedicated his professional life to improving the customer experience through innovative business solutions and training. The awards in this category are:

- **Firm of the Year**
- **Transformation of the Year**

Both awards highlight the people, organizations, and platforms that improve how clients connect with law firms. They celebrate achievement in the delivery of service and value in the eyes of the client. This includes focusing on people, designing innovative approaches, process improvements, use of technology, and making meaningful changes that enable the people in your organization to deliver a demonstrably improved and excellent client experience.

### Legal Sales and Service Awards

- **Rising Star:** This award recognizes emerging sales and service professionals with 15 years of experience or less in the legal industry who have made a measurable impact on sales and/or service activities in their organization.