

2018 LEGAL SALES UNCOVERED:

Salary & Trends Survey*

ROLES AND RESPONSIBILITIES

> **40%**

External Facing Roles

Top 4 Roles

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

80%

Impact Revenue Through Sales

100%

Impact Client Growth



> **80%** Have Direct Client Contact

Almost **70%** Active Member of Client Teams



< **15%** Member of Firm's Management Committee



> **40%** Correlation Between

Firm Revenue & Salary/Bonus

10% Received \$100K+

For Most Recent Bonus

* Results as of 5/15/18 responses. Copies of the final research report are available to LSSO Members. To obtain your copy, please contact Kirsten Lovett, klovett@legalsales.org or visit legalsales.org.