



## LSSO 20<sup>th</sup> ANNIVERSARY SALES & SERVICE AWARDS

**2023 LSSO Awards Ceremony**  
**June 6 | 5:30 – 7 PM**  
**Benesch, Friedlander, Coplan & Aronoff LLP**  
71 S Wacker Dr Suite 1600, Chicago, IL  
**\*Invite Only\***

**2023 RainDance Conference**  
**June 7 & 8 | [The Old Post Office](#)**  
433 W Van Buren Street, Chicago

**[\\*Register Today\\*](#)**

LSSO's awards celebrate sales and service excellence in the law and are intended to be inclusive of the entire ecosystem. Law firms and offices, legal departments, and product and service providers are encouraged to participate as we search for the 'best of the best' in the following categories. **Full category descriptions on Page 2.**

- **William J. Flannery Sales Awards**
  - **Sales Executive of the Year**
  - **Sales Team of the Year**
- **Leonardo Inghilleri Service Excellence Awards**
  - **Firm of the Year**
  - **Transformation of the Year**
- **Legal Sales and Service Awards**
  - **Rising Star**
  - **Consultant of the Year**

### **Award Requirements**

Nominations must:

- Be submitted through the online nomination form.
- Focus on efforts that were initiated and/or continued and/or concluded in the 2022 calendar year.
- Not duplicate another's work, though it could be derivative of or inspired by others. Note: *We are especially interested in activities that are unique and/or native to your organization and things that have been successful in other industries but are applied to legal in novel ways.*
- Include metrics showing impact of the program, team, and/or individual performance through concrete measurements/analysis. Graphical analysis and telling the story with data will be an important element of the submission(s).

Multiple nominations in multiple categories are permitted. No preference will be given to current or previous LSSO sponsors/strategic partners. Please submit materials with the expectation that we will publish/share/promote what has been provided.

### **Award Winner Benefits**

Winners will be announced at an invite-only 2023 LSSO Awards Ceremony, which is scheduled for the evening before LSSO's 20<sup>th</sup> Annual RainDance Conference. In addition to promotional congratulations from LSSO via all available outreach platforms and outlets, winners (the selected individual award winners or the lead identified in a team nomination) will receive a complimentary, non-transferable registration\* to RainDance 2023; a complimentary 2024 LSSO membership; an award to display; and a badge for digital/print use. Winners will also be invited to participate in a Q&A discussion with an LSSO Editorial Board member about their achievement, the transcript/video of which will be promoted by LSSO.

**Award Nomination Deadline: April 24, 2023**

Click [HERE](#) for official online nomination form.



## LSSO 20<sup>th</sup> ANNIVERSARY SALES & SERVICE AWARDS CATEGORIES

### William J. Flannery Sales Awards

*[Bill Flannery](#) is the 2021 recipient of LSSO's Lifetime Career Achievement Award. During his sales and sales-training career, he has influenced thousands (and thousands!) of people, helping them become sales achievers. He will serve as a judge for these award categories.*

- **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. He will serve as a judge for these award categories.*

- **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.
- **Consultant of the Year:** This award is for individual consultants, providers, teams, or companies that directly support highly successful sales and service initiatives and projects. Metrics showing impact are vital. Any candidate may self-nominate, however, at least two client endorsements are required, though both may be from the same organization. Stories/data may be submitted confidentially and published without attribution, however client verification is requested.