

**Client** Mid-Tier Law Firm

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**Background** A mid-tier Sydney based law firm with a strong presence in the mid-market sector was seeking to increase its ability to provide more services to existing clients. The firm believed it had exhausted all service to offer these clients.

While the firm had strong relationships at CEO or COO level, there was very little contact with other senior executives within the client's business.

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**Solution** Identification of the key clients and conducting individual account planning sessions established whether further opportunities existed. These sessions also identified opportunities to provide services to the client's staff.

As a result, a Client Employee Benefits Program was established and offered to these clients, with discounted rates through a communication strategy and incorporation into each client's existing employee benefits program.

During the process, introductions to other members of the senior executive were established, including the heads of HR, Marketing and CFO's, providing awareness of the firm's additional capabilities.

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**Outcome** The law firm received enquiries directly from the client's employees, with many converting to new matters.

The process strengthened their position as trusted advisors with these key clients, while also minimising the chances of client defection.

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