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## LMA Virginias Newsletter

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### **Book Review: *Legal Business Development, Quick Reference Guide***

I was excited to have the opportunity to preview Jim Hassett's recently-published *Legal Business Development Quick Reference Guide*. Several years ago our Virginias Chapter Book Club read Hassett's first book on the subject, *Legal Business Development, A Step By Step Guide*. At that time, one of our chapter members, a very experienced business developer in her own right, encouraged the group to read Hassett's book, noting that it was the best book she had found on the topic. Her endorsement of Hassett's thorough approach, checklists and templates to guide attorneys through the business development and marketing process excited me, and I was pleased to find many of the same resources in the *Quick Reference Guide*.

Similar to Hassett's *Step By Step Guide*, the *Legal Business Development, Quick Reference Guide* delivers on the title's promise. The format of the book makes it easy to pick a subject of interest and quickly read about that topic as a stand-alone lesson. Alternatively, by reading the whole book, the reader can learn about news, examples and best practices in the myriad areas that legal marketers encounter on a daily basis.

Hassett writes with attorneys in mind, and offers a wealth of practical suggestions to help them move forward - among his suggestions, he encourages attorneys to reach out to their legal marketing teams to assist with business development efforts. The book includes proven advice, case studies and commentary from well-known legal marketers and consultants. He offers insight into firms that have initiated cutting edge programs, such as the sales training program at Womble Carlyle and points to corporate examples that may translate to the law firm context, including Pfizer's move to a consultative selling approach, which emphasizes "adding value, building relationships, and listening before acting." These and other helpful anecdotes throughout the book illustrate that small changes can add up to big results.

Despite its usefulness, I wouldn't recommend this book as summer poolside reading for legal marketers. If you're lucky enough to escape from the office to a poolside paradise, give yourself a break from the day-to-day grind and indulge in something more scintillating. Although it isn't an escapist summer novel, I recommend this book as a terrific resource for legal marketers, and something every one of us should have on our office bookshelves. In addition to its value to legal marketers, Hassett's book should be at the top of attorney summer reading lists. The information in the book, when taken to heart and applied at the individual or practice group level, can increase attorney profitability....and, that will allow them to indulge in a lot more of those poolside drinks with little umbrellas in them.

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