

# Lawyers!

## Are you recovery ready?

Don't be blind to the need to become more competitive or to boost service, sales and marketing performance.

Our Confidential Competitor Analysis, Personnel Performance Appraisals and Key Client Surveys will give you the facts you need to take advantage of new opportunities and to fulfill your vision for future success.

Australia's first confidential appraisal services for law firms conducted by experienced public relations and marketing consultants and qualified journalists, supported by effective service and sales training and dignified marketing solutions.

### Professional **Service** and **Sales** Solutions

**spence**  
CONSULTING

*Formulas for success*

Specialising in professional services  
marketing & public relations since 1983

**Member Australian Lawyers Alliance**  
with former clients including state  
and national ALA presidents  
and former Qld / NSW  
Law Society  
presidents

# Professional Service and Sales Solutions



- **Confidential analysis of competitor services, fees, marketing and other information for all professionals.**
- **Unique, confidential appraisals of your personnel sales and service performance.**
- **Personalised training based on appraisals to enhance conversion rates and quality of service.**
- **Surveys and analysis conducted by experienced public relations and marketing specialists and qualified journalists with exceptional communication and reporting skills.**

## Key client surveys

Spence Consulting can relieve your worries about the strength of your client relationships by conducting independent surveys.

We ask them what they think about the standard of service they receive; their knowledge of your full range of services; whether they use other professionals to meet some of their needs and why?

Have clients had cause to complain and were their complaints adequately handled?

These surveys are particularly important now, when consumers are seeking to save money and loyalty may be threatened. Our surveys often reveal that clients are unaware of all the services provided by a firm and are using competitors for this work.

Using this information our clients have been able to build significant business from existing clients.

They have also revealed serious issues that were then resolved, saving and often strengthening client relationships. Don't be in doubt about what your clients think!



## Know your competitors and be reassured about personnel performance

Spence Consulting provides specialist confidential appraisals of competitors and personnel performance for all kinds of business that depend on consistently delivered good service and high-level sales performance.

Our services are appropriate for all areas of professional practice.

The services of Professional Service and Sales Solutions are especially beneficial in today's challenging business environment.

Lets face it, sound knowledge of competitors and personnel performance can be the difference between success or failure at any time.

Today, when winning and keeping business has never been more important, provision of the best possible service and achieving high level conversion of enquiries to sales is vital.

In a market where clients are thinking hard about every dollar they spend and where they spend it, staying competitive and achieving best possible marketing results is a high priority.

And to be competitive you must know as much as possible about competitors - how their services and products compare, what they charge, how they market and how they position and differentiate themselves in the marketplace.

We can then help you with marketing, training and public relations services based on fact, rather than perceptions and superficial views of competition and market dynamics.

## Be informed and reap the rewards

**Are your professionals and service and sales personnel performing at premium levels, providing the right information to your prospective clients and cross selling services effectively?**

Our confidential appraisals help you to achieve higher conversion rates, creating happier, well-informed and more loyal clients and enabling you to sell more of the same or additional services to clients based on discovery of their overall needs.

**Do your personnel need more skills and training?**

Do they understand the difference between marketing and selling? Our training is based on individual needs identified through our appraisals.

We help you to improve performance with positive, motivating solutions.

Our surveys have shown that many professionals and their staff fail to sell effectively or think that selling is undignified.

**Professionals and their support staff can sell in a highly dignified and professional manner using Spence Consulting's trained techniques.**

# Formulas for Success





### Are your points of difference genuine?

Many professionals fail to adequately differentiate their services from those offered by competitors, or they do not adequately describe them.

Our appraisals and writing skills produce effective point of difference solutions.

## The time to plan is now!

### Has the market changed since you last reviewed your marketing and public relations strategies?

Very few businesses have been unaffected by global financial crisis market dynamics; many businesses have lost focus with their marketing and public relations or have not previously needed a comprehensive marketing strategy.

If you need to boost your business we have the tools and know-how to provide practical assistance.

### Are your brand, marketing materials and website still appropriate?

These are important strategic considerations at this time when consistent positive signs of economic recovery are emerging.

Don't leave these important matters to chance - **the time to plan is now!**

---

## Spence Consulting



*Formulas for success*

public relations and marketing since 1983

**Telephone: 07 5531 2664**

**Facsimile: 07 5531 3646**

**Po Box 4450 Ashmore Plaza**

**Ashmore, Qld, 4214**

**2/10 Olympic Circuit Southport Qld 4215**

**Email: [rod@spenceconsulting.com.au](mailto:rod@spenceconsulting.com.au)**

Spence Consulting Pty Ltd services clients nationally from its base on Queensland's Gold Coast and provides comprehensive public relations and marketing services, as well as Professional Service and Sales Solutions.

It has specialised in consulting to the professional services sector for more than 25 years.

References are available on request or are posted on [www.spenceconsulting.com.au](http://www.spenceconsulting.com.au)

If you need solutions that will enhance your success as economic recovery strengthens we can help you now.

**Contact us for a free initial consultation.**

Email: Rod Spence, Managing Director

[rod@spenceconsulting.com.au](mailto:rod@spenceconsulting.com.au) or phone 07 55 312 664

[www.spenceconsulting.com.au](http://www.spenceconsulting.com.au)