

Build better BD to boost growth

Fresh business development insights and intelligence for modern law firms

The 2018 Law Firm Growth Enablement Survey—a joint research study between Calibrate Legal and Intapp—demonstrates that marketing and BD leaders need to align their programs to the larger challenges and opportunities of the firm.

A combination of poor visibility and data gaps is limiting a firm's ability to execute business development effectively



85%
of firms don't track ROI on proposals

3%
of marketing/BD budgets go to sales coaching

20%
of firms don't even track win-loss rates, citing lack of resources

Business development departments are overstretched and undersupported



Only **20%** of firms have lawyers actively assisting with the RFP process

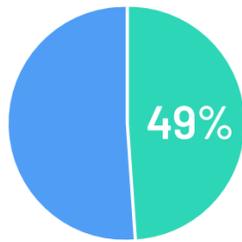


50% of firms state that availability and willingness of lawyers to collaborate is a major barrier

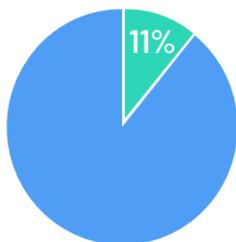


56% of BD professionals support a combination of industry, practice group, and geographic business units

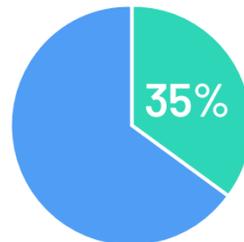
Law firm sales methodologies lack modern capabilities



49% say their firms have no sales methodology

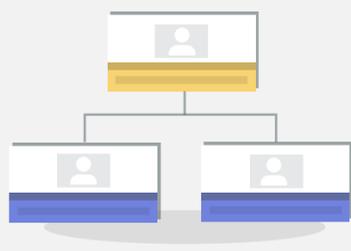


11% say their sales methodologies are inconsistently applied



35% indicate that multiple sales approaches are used by different practice groups

Firms need to leverage data on key clients to accelerate growth



72%

of firms say they define their top clients. However, less than half have a formal key client program.

23%

say their key client growth rate is at or below their firm's average growth rate.



Law firms can fuel growth by utilizing data and prioritizing marketing initiatives

To achieve their business development goals, firms need to work more closely with business development and marketing to share sales objectives, collaborate on strategy, and enable data sharing for strategic purposes.

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