



Building trusted client relationships: Strategy and practice design

Take as a standalone subject – or as part of the Master of Legal Business.

Visit info.collaw.edu.au
to learn about the Master of Legal Business
and our other award programs.

 **Legal Business Management**
The College of Law

Today, it's no longer enough to just be a good lawyer



In the contemporary legal services market, clients aren't interested in paying for your time. They want solutions. And that means you can no longer rely on churning out billable hours to get ahead.

Lawyers today are expected to be as comfortable with sales and marketing as they are with practising law. However, most legal services providers don't learn these skills while getting their law degree.

Winning new clients and raising revenue goes back to the heart of marketing, which is knowing your customer and building trust. But how well do you understand the concrete steps and measurable actions needed to build client trust?

This subject takes a strategic approach and provides insights from the client perspective. It will equip you with the tools, framework and mindset to become a trusted client advisor.

- 1 Learn from industry leaders
- 2 Complete in 6 weeks
- 3 Study 100% online
- 4 Earn CPD points
- 5 Gain credit towards an award qualification or take as a single subject with the option of completing assessment



Teaching Fellow: Joel Barolsky

Joel is the Managing Director of Barolsky Advisors. He is also a Senior Fellow of the University of Melbourne and Advisory Board member of the Centre for Legal Innovation.

Specialising in client relationships, marketing, business development and pricing strategies, Joel is a globally recognised advisor, facilitator and educator.

Blending big-picture thinking and creative problem solving, Joel has consulted to more than 100 top Australian professional services firms – and presents regularly at leading industry conferences.



Confidence to take this knowledge back to my firm

'Joel is a really knowledgeable presenter and has great examples of what's happening in the industry. This subject certainly sharpened my skills. I now have the confidence to take this knowledge back to my firm. I will be making sure that everyone has a clear understanding of our marketing strategy and where we'll be taking it forward.'

Kerrie Billings, Practice Manager, Tonkin Legal Group

What you need to know



Why study this subject?

This 6-week subject will teach you the techniques successful lawyers use to win new clients. It will equip you with the tools, framework and mindset to become a trusted client advisor.

You will learn the key factors involved in creating and maintaining trust – and how to strategically put these ideas into place.



Who is it designed for?

Do you want to make it rain for your organisation and become a trusted client advisor? If so, this is the subject for you.

People who take this subject are typically:

- Client relationship managers and directors
- Business development managers and directors
- Managing partners
- Practice managers



Learning outcomes

When you complete this subject, you will be able to:

1. Evaluate and pick preferred rainmaking styles and identify your signature competencies
2. Identify and critically analyse self-limiting beliefs and select resources to develop the right mindset
3. Analyse a client's decision-making processes and evaluate the keys to long term relationships
4. Prepare a practice development plan including target markets and a positioning statement



Duration, delivery & assessment

This is a six week subject taken 100% online, consisting of:

- Four online modules
- Three online conferences
- Assessment: two practical individual assignments



How you will learn

The online component is delivered via the College's learning portal – CANVAS. From this portal, you will be able to:

- Access all your study materials
- Complete activities and submit assessments
- Watch relevant and engaging videos
- Engage with your Teaching Fellow and other students



Study load

We recommend that you allow up to 10 hours a week for self-directed online learning and activities.

You will also need to devote around an additional 40 hours throughout the subject for workshops, assessment tasks and preparation



Subject fee

The subject fee is AU\$3,000.

FEE-HELP may be available if you take this subject as part of one of our award programs, including the Master of Legal Business, Graduate Diploma of Legal Business or Graduate Certificate of Legal Business.

Check your eligibility at studyassist.gov.au.



How to enrol

Visit info.collaw.edu.au/mlb/how-to-enrol.

For award and non-award study entry requirements and intake dates visit info.collaw.edu.au.

What you will learn: week by week

Module 1: Rainmaking

- Categorise marketing and business development activities
 - Evaluate and pick preferred rainmaking styles
 - Choose the right balance between offensive and defensive marketing
 - Identify your signature competencies and strategise for business success
-

Module 2: The right attitude and mindset

- Subject overview and presentation by Teaching Fellow
 - Identify and analyse your self-limiting beliefs and inhibitors
 - Select an approach to address constraints
 - Select support resources to develop the right attitude and mindset
-

Module 3: How and why clients buy

- Identify the key things clients look for and analyse their needs and value drivers
 - Evaluate the keys to successful long-term relationships
 - Assess your client service experience
 - Identify and analyse client decision-making processes
 - Distinguish business from retail client buying behaviour
-

Module 4: Practice focus and positioning

- Segment and select target markets
 - Prepare a positioning statement
 - Select the right practice development strategy
 - Prepare a practice-development plan with appropriate measurements and milestones
-

Online conferences

- Three scheduled conferences at the commencement of weeks 1, 3 and 5 to explore the subject learning material with your Teaching Fellow and peers
-

Assessment

- Choose from three options:
 1. **If you are in private practice:** prepare a marketing and business development plan centred on practice focus and positioning for a specific legal practice (individual or team).
 2. **If you are in-house:** prepare a plan for building internal reputation and relationships.
 3. **Case study:** develop a plan to address a case study scenario.
- Present your plan to key stakeholders



**How to learn more
about this subject**

Email: mlb@collaw.edu.au

Visit info.collaw.edu.au/subjects
to see all Master of Legal
Business subjects on offer.