



Larger Law Firm

Problem:

A U.S. law firm with offices in the Mid-West, Southeast and Western United States had the perceived image - both internally and by others in the legal community - as the "bad guys" who are hated by judges and other attorneys. This worked to intimidate other firms, but was not effective in attracting new clients. They were also perceived as the in-house counsel for one large client, even though a substantial amount of their business came from other sources. And, they were perceived as "an inexpensive firm, hence they cannot be that good." The firm's expertise is their unique ability to capitalize on a production-line approach to handling files. They are organized into litigation teams with a partner in charge of each team. Each team can have up to 2,000 files open at any given time. This approach leads to increased efficiencies for the firm and their clients. However, because of its non-traditional approach, other lawyers and some clients have a difficult time dealing with them because they cannot get answers from one source.

The challenge: Implement an on-going marketing communications program to generate a continuous flow of business from some existing and new clients. The second goal is to re-focus their perceived "bad guys" image and the perception that they are an in-house counsel, in order to attract a different class of clients.

Solution:

- Identified a new target market that complemented the existing market, and which did not have any pre-existing perceptions of the firm.
- Implemented a Differentiation Strategy that identified three unique factors that made the firm much different than others. Included in this differentiation strategy an "elevator speech" which will tell somebody in less than two minutes, what makes their firm so good and why a company should do business with the firm.
- Developed a new public relations strategy that included press releases, newsletters, speaking engagements, editorial interviews, new office open house and firm announcements.
- Capitalized on the firm's "bad guys" image to attract new business.
- Created a program to cultivate referral sources, and a follow up program to assure members of the firm stay in contact with the sources.

Results:

Obtained three major accounts (500 - 1,500 files per year each).

Established a pipeline of proposals and referral sources.

Today's business climate requires a strategy to get ahead. You need to identify what differentiates you from the competition, capitalize on that strength and deal with your weaknesses - treat, terminate, tolerate or transfer (4 T's of risk management).

At GAP Enterprises, LLC we can help with our tailored programs designed to help you develop a strategic plan and execute a differentiation strategy, guaranteed to help you succeed! We start with a brief survey of your capabilities, analyze your resources and develop a plan. If you follow the plan, you will succeed!

Strategic Planning forces you analyze your strengths and weaknesses and identify opportunities and threats that affect your corporate objectives. This is also known as a SWOT (Strengths; Weaknesses; Opportunities; Threats) analysis. Strengths and weaknesses are internal factors over which you should have control. Opportunities and threats are external to your business, over which you may not have control. Your goal is to match your resources and capabilities to the competitive environment in which you work.

While our expertise is broad, we do have history in specific industries/disciplines:

Certified Public Accountants	Law Firms	Software Houses
Retailers/Etailers	Manufacturers	Importers/Wholesalers
Startup strategy	Enterprise Risk Management (including Sarbanes Oxley)	

Whether we develop a strategic plan for expansion worldwide, reorganize your existing operation (including Sarbanes-Oxley compliance) or design and develop an effective marketing program, you can be sure of results. With over four decades experience in the business world in various management capacities, our partners and staff can save you time and money with their extensive expertise.

Tell us about your organization (see below) and we will contact you within 24 hours to discuss your needs and how we help you succeed—locally, nationally or globally!

How can we help? *(Tell us about your organization)*

What is your name, title, company name, address, telephone, URL and e-mail address.

In which industry do you do business?

What do you do?

What products or services do you sell?

Where do you sell your products/services?

What are your objectives?

What is your target market?

E-mail this information to strategy@gapent.com



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