

20 Law Firm 06 Business Development Practices Survey

A survey of the business and client development strategies and resources of law firms.

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From **ALM Research** and **The Brand Research Company**, the 2nd annual **Law Firm Business Development Practices Survey** is a compilation of information about what law firms are doing to get new clients and new business, what is working and what is not.

The goal is to help law firm management, CMOs and business development professionals better understand how their firms and their peers/competitors are investing their resources and which investments are showing returns.

The Survey Covers:

- More than 1/3 of firms surveyed have business development budgets of more than \$1 million.
- 50% of firms surveyed increased these budgets an average of 6.6% from 2004 to 2005.
- More than 50% of Business Development budgets are devoted to existing clients.
- At least two-thirds of new business comes from existing clients.
- 66% of firms surveyed have added business development staff in the past year.
- Over 50% of attorneys at the firms surveyed receive direct credit compensation for bringing in new clients.

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We are pleased to offer the complete report of the Business Development Survey.

Final Survey Report & Analysis: \$1100

PDF Version Only \$800

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