



Business Development Questions

1. What are the business development skill levels of the lawyers in the firm?
2. What is the reward and recognitions system for business development team work?
3. What is the number of active and high functioning client teams?
4. What is the business development process that each lawyer uses to increase client market share?
5. What are the metrics that the firm uses to determine % of market share, increase use of other firm lawyers and client loyalty?
6. What are the competitive analysis tools including who you see most often as competitors, both large firms and niche players?
7. What is the leadership's role in driving profits using business development?
8. What is your past experience with consultants?
9. What is your key client account planning process?
10. What has failed in business development and what has worked?
11. What is your partner's per profit targets for this year and next?
12. What is the level of energy and willingness to do something that will yield results?
13. What is your firm's IT support for business development?
14. How will you change the process and maps for the future in business development?
15. What is your firm's level of team skills in a non-billable environment?
16. What are the firm's current marketing and business development support staff headcount and responsibilities?
17. What is the projected combined marketing/business development budget for the year as a percentage of revenue?
18. What are the RFP and beauty contest win/lose rates and why?
19. What is the number of invitations to submit bids per month?
20. What are the active efforts to get on the bidders list and ghost write the RFPs?
21. What are the current and projected headcount for partners, associates, of counsel, contract lawyers and other professionals?
22. What are the number of committees involved in business development and roles of these groups?
23. What is the average number of hours spent in marketing/business development per partner annually?