



Business Development Comparison

Current Business Development Model	Solution Selling	WJF Institute Business Development
1. Responds to RFP or client's current problem	1. Competes for vendor preference within an existing budget	1. Compels project investment outside an existing budget
2. Discusses scope of current matter(s)	2. Aligns with the prevailing point of view	2. Challenges the prevailing point of view
3. Narrow view of client's problems	3. Addresses acknowledged pain points	3. Addresses unacknowledged angst
4. Practice group business development	4. Targets tactical problems	4. Targets strategic problems
5. Submits practice group descriptions and bios	5. Begins with technical proof and then builds a business case	5. Begins with the business case and then provides technical proof
6. Discusses current individual matter	6. Starts as a business dialogue	6. Starts as an executive-level dialogue
7. Talks about lawyer experience and expertise	7. Asks questions to identify needs	7. Uses an insightful hypothesis to provoke a response
8. Responds to client questions about experience and expertise	8. Responds to issues described by the client	8. Is proactive and leading, forcing issues out

Part of this comparison chart is a combination of an Harvard Business Review March 1, 2009 titled, "In a Downturn, Provoke Your Customers", and my experience visiting 140 law firms over the last 24 months.

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