

# What lessons can law firms learn from the Retail sector?

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PERCIVAL  
SOLICITORS LLP

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...more than a law firm

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& SONS  
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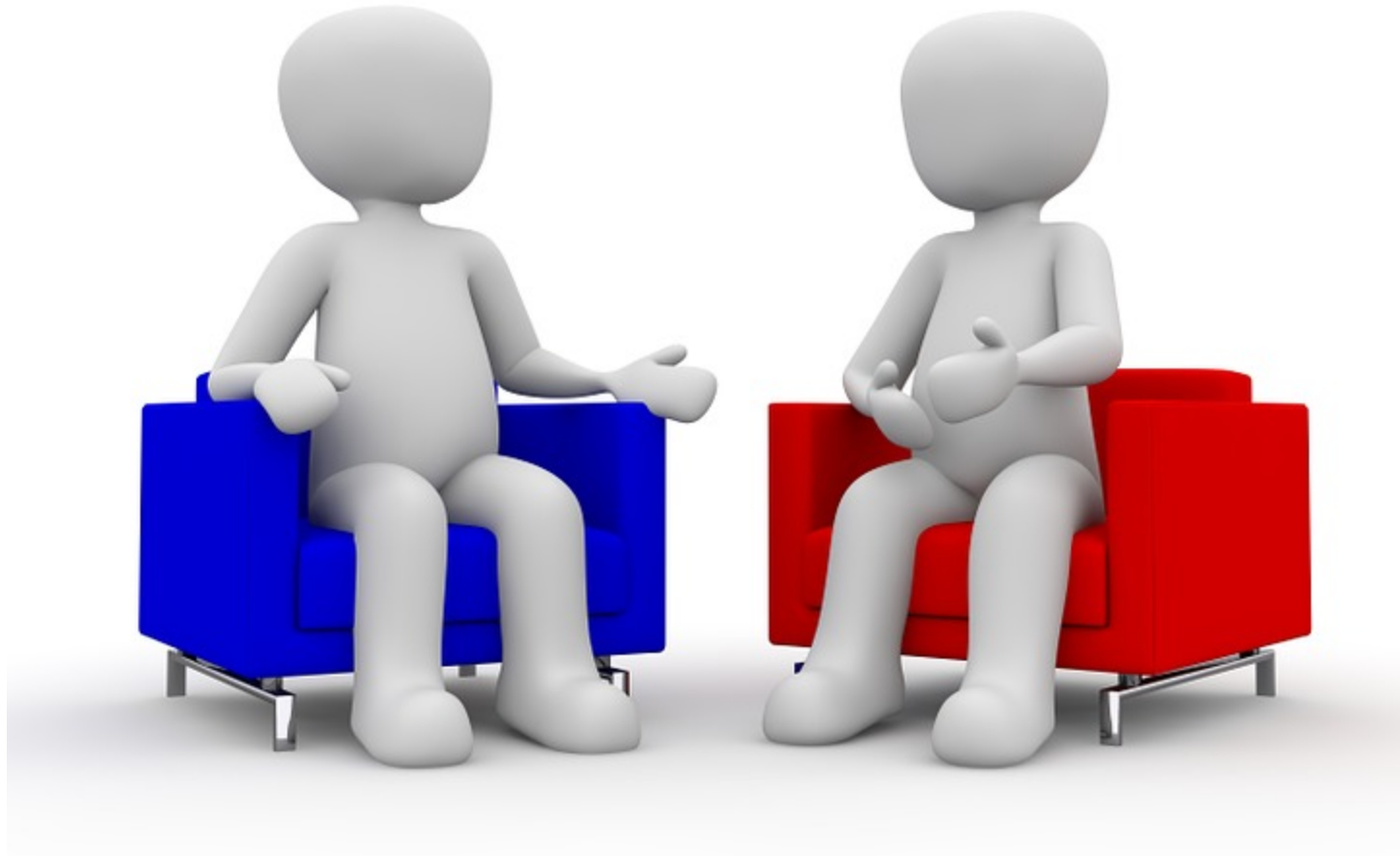
GOODMAN DERRICK LLP

HARNEYS

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# What can law firms learn from Retail?

## Discuss with your neighbour



A brand is more than a logo



# Retailers know their numbers



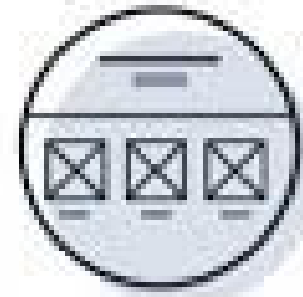
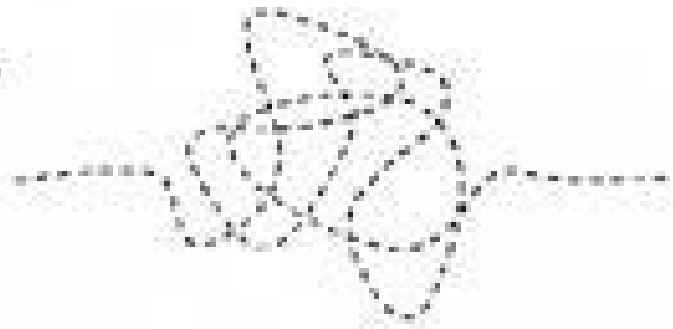
# Client research is taken seriously



# Retailers invest in product development to innovate



**IDEA**



**PRODUCT**



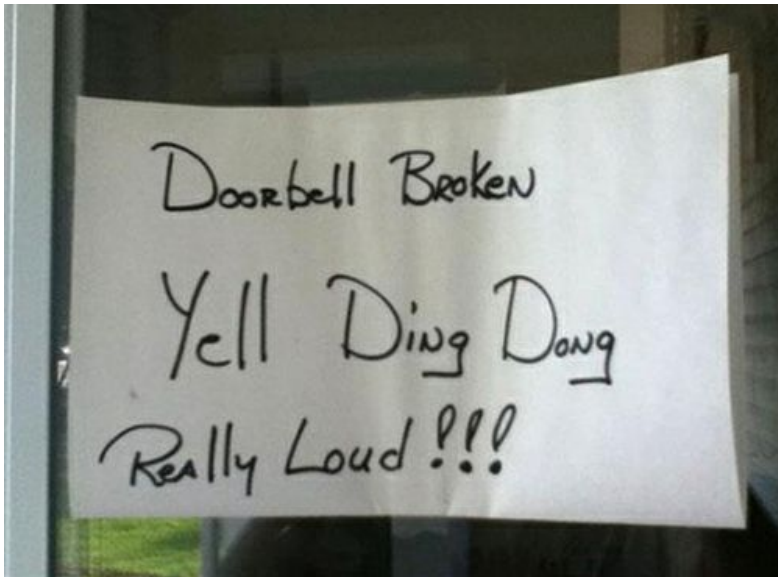
# Leaders visit stores to better understand the client experience



Care is taken to create a positive first impression front of house



# A TRUE STORY



# 3 things you need to do back at the office

Invest in  
Independent Client  
Service Reviews

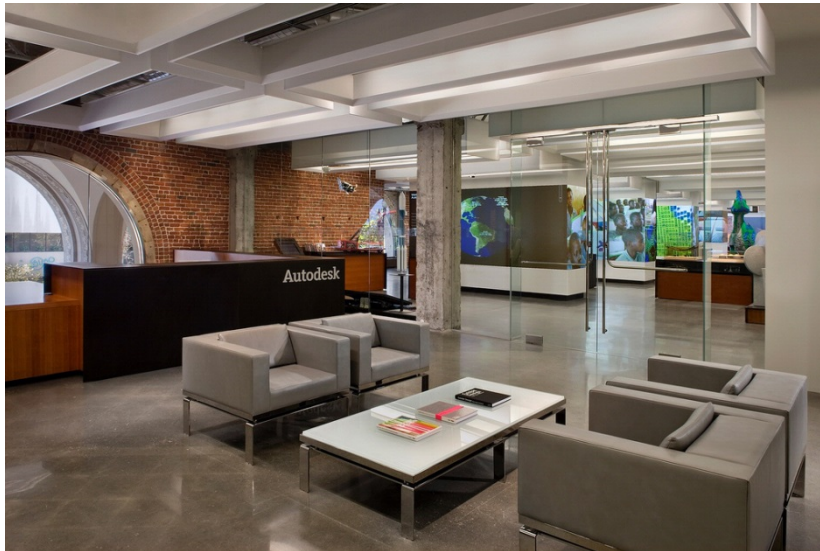




# 3 things you need to do back at the office

Invest in  
Independent Client  
Service Reviews

Tidy up your  
reception



# 3 things you need to do back at the office

Invest in  
Independent Client  
Service Reviews

Tidy up your  
reception

Train staff in  
brilliant client  
service



# 3 questions you need to ask back at the office

Is the firm's values  
congruent with  
your clients'  
experience?



# 3 questions you need to ask back at the office

the firm's values congruent with your clients' experience?

Is your clients' experience consistent?

**SUCCESS IS THE SUM OF SMALL EFFORTS, REPEATED DAY IN AND DAY OUT**



# 3 questions you need to ask back at the office

Is the firm's values congruent with your clients' experience?

Is your clients' experience consistent?

Does client service match legal expertise?





WHEN

WHO

WHAT

HOW

?

WHY

WHERE





Please give me a  
business card & I will  
send you more info on  
how to win business by  
making your firm  
smarter



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Bernard Savage



size 10<sup>1</sup>/<sub>2</sub> boots

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