



# Professional Services Marketing Handbook: How to Build Relationships, Grow Your Firm and Become a Client Champion

*Nigel Clark, Charles Nixon*

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The market for professional services and consulting firms is changing, driven by evolving and more demanding client requirements. Legal, accountancy and other professional services firms are now looking for a new breed of leaders with the insight to help deliver those requirements. Professional Services Marketing Handbook, published in association with the Professional Services Marketing Group, is for marketing and business development professionals, sales specialists, and a firm's technical practitioners who want to play a fuller role in their firm's obsession with client relationship development to increase their impact and influence.

Featuring international case studies and best practice from industry leaders and experts such as Allen & Overy, Baker & McKenzie, PwC, Kreston Reeves and White & Case, Professional Services Marketing Handbook explains how to become a complete client champion - the voice of the client - to both shape and deliver a firm's client solution and experience. It helps marketers develop a growth strategy for their firm, understand and connect with clients more deeply and develop and manage client relationships to build successful brands.

### Contributing Authors:

Richard Grove, Director of Marketing, Business Development & Communications, Allen & Overy LLP

Daniel Smith, Senior Business Development and Marketing Manager, Asia Pacific, Baker & McKenzie

Claire Essex, Director of Business Development and Marketing, Asia Pacific, Baker & McKenzie

Clive Stevens, Executive Chairman, Kreston Reeves

Louise Field, Head of Client Service & Insight, Bird & Bird LLP

Tim Nightingale, Founder, Nisus Consulting

Ben Kent, Managing Director, Meridian West

Lisa Hart Shepherd, CEO, Acritas

Nick Masters, Head of Online, PwC

Alastair Beddow, Associate Director, Meridian West

Dale Bryce, President, Asia-Pacific Professional Services Marketing Association

Gillian Sutherland, Director, Global Key Account Management Buildings + Places, AECOM

Susan D'aish, Business Relationship Director, MacRoberts LLP

Dan O'Day, Vice President, Thomson Reuters Elite

Matthew Fuller, Director of Marketing and Business Development EMEA, White & Case LLP

Amy Kingdon, Marketing & Communications Director, UK & Europe, Atkins

Eleanor Campion, Communications Executive, UK & Europe, Atkins

Jessica Scholz, Business Development Manager, Freshfields Bruckhaus Deringer, Germany

Giles Pugh, Principal, SutherlandsPugh

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