



Finding the Decision Maker

In any high value purchasing decision such as a client's decision on which lawyers to instruct for a matter or which lawyers to appoint to a panel, there will be a number of people involved in the decision.

Furthermore, not everyone who is involved in the decision has the same role or ability to influence the decision – this is true whether you are taking part in a competitive tender or pitching for work which is non competitive. Generally the larger and more complex the decision and the greater the risk for the client, the more people may be involved in the decision making unit.

The role of procurement needs to be understood too as nowadays they are increasingly involved in the purchase of legal services.

People who are successful in business development understand and know how to influence the decision makers.

Objectives

By the end of the programme delegates will:

- Recognise different types of decision maker
- Have learnt strategies to influence each type of decision maker.

Course Content

- Buyer analysis – recognising different decision makers
- Strategies to influence decision makers
- Mapping the power of decision makers, including practical exercise
- The role of procurement
- Influencing procurement
- Personal Development Action Plans.

Duration

3 hours

Facilitation

1 trainer

Group Size

Max group size is 6 to allow the trainer to provide delegates with individual input.

Who should attend

- Partners who have responsibility for BD