



TERRALEX®

Your Global Source for Business Lawyers.

Best Practices in Research: Preparing for the Business Development Pitch

1:30 PM – 2:10 PM *Joyful Room* The session empowers TerraLex members with actual roadmaps, templates and checklists of things to be done prior to a potential client business development meeting.

Derek Benton - Director, International Operations, LexisNexis Client Development

Session Chair: Charles McCallum, Warner Norcross & Judd, USA - Michigan

Best Practices in Research: Preparing for the Business Development Pitch

Competitive Intelligence

Building an innovative system at your firm

*Derek Benton, Lexis Nexis Martindale-Hubbell,
Director - International Operations*

Objective

- Firms increasingly recognize the benefits of an integrated approach to their intelligence systems, harnessing information about clients, markets, competitors and breaking news to drive progress towards business goals.
- What you can do to help build a more effective system in your firm?

What to take-away today

- How to use “intelligence”
- Understanding the limitations of research
- Practical ideas on what to look for
- A simple model to help you focus
- Some steps to building effective work habits and processes

Agenda

- Introduction - LexisNexis & client development
- Competitive intelligence overview
- The competitive intelligence model
- Practical examples
- Summary points and take-aways
- Questions

Agenda

- Introduction - LexisNexis & client development
- Competitive intelligence overview
- The competitive intelligence model
- Practical examples
- Summary points and take-aways
- Questions

Competitive Intelligence

Eliminating, not creating, choices

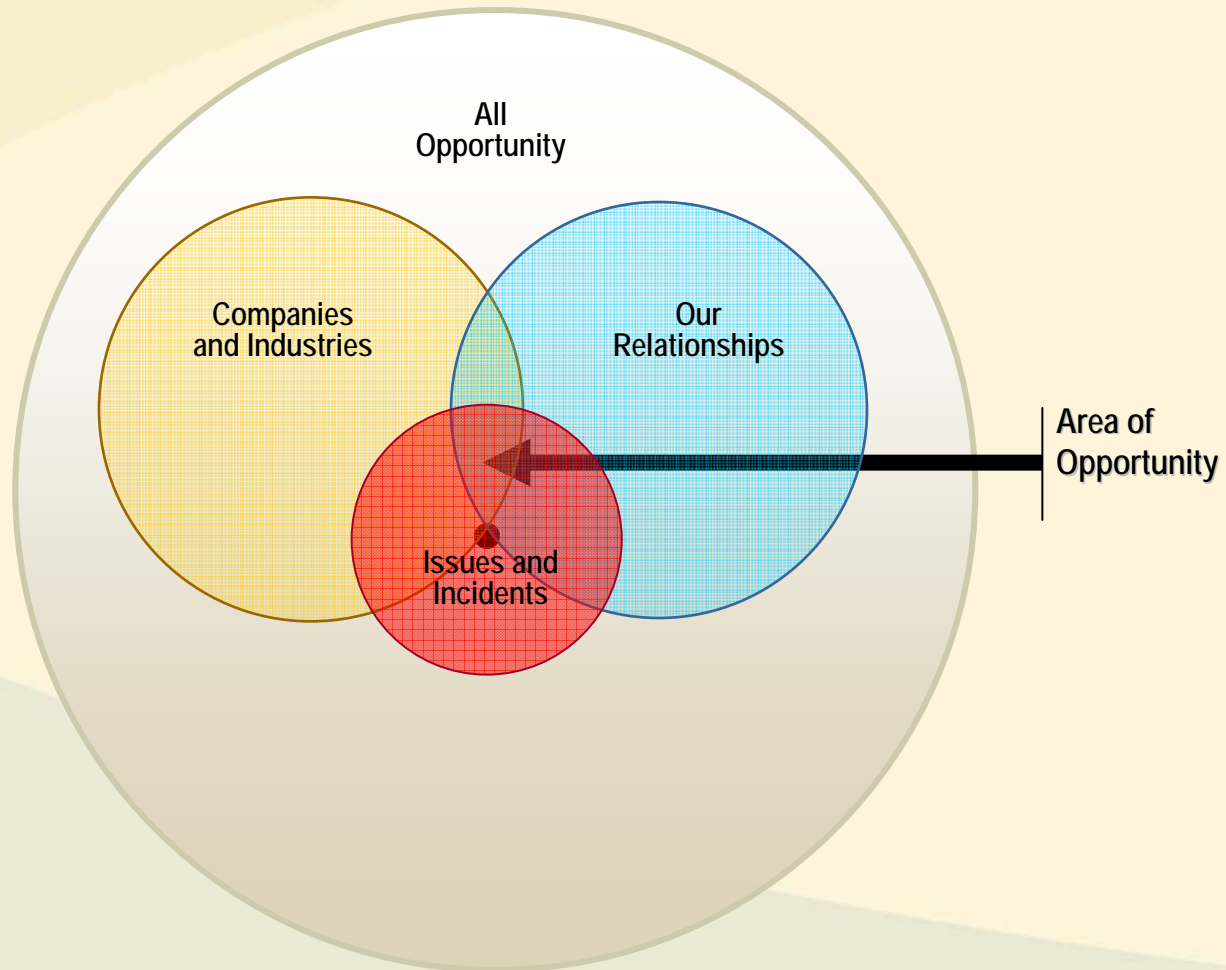
What it CAN'T Do

- Predict the future
- Eliminate risk
- Guarantee wins
- Take the place of client input
- Do the work for us

What can it do?

- Eliminate choices, focus efforts
- Reduce wasted resources
- Allow follow up by creating a process
- Hit the three top goals of most lawyers
 - Increased client service
 - Increased revenue
 - Beat the other firm down the street

The World is a Big Place



What is CI?

- Also known as: MI, Market Research, etc.
- Definition: researching, analyzing and acting upon information in order to influence strategy for ongoing business development
- Translation: it helps your firm find, win and keep clients

Tip sheet

- CI is directional – use with real world experience!
- Use CI to build actions around multiple options and choices
- If you come up with one answer, you've probably got it wrong!
- Check and verify intelligence – with client!

Agenda

- Introduction - LexisNexis & client development
- Competitive intelligence overview
- The competitive intelligence model
- Practical examples
- Summary points and take-aways
- Questions

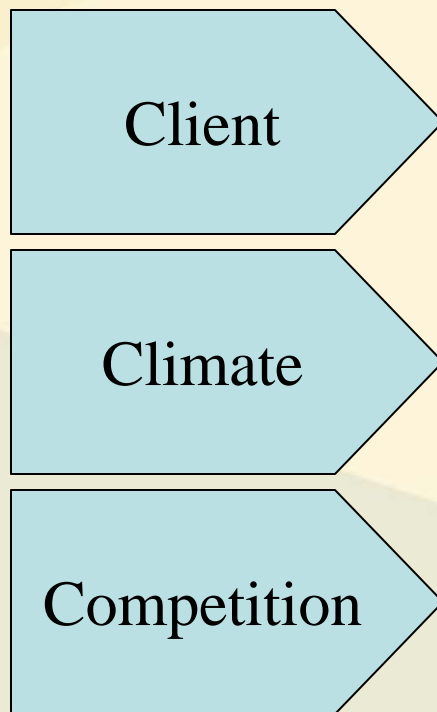
30 second exercise

FOCUS

Write down the names of 5 new clients you want to acquire in the next 12 months!

The CI Model

Build and enforce policy by focusing on the following:



- People, process, profit
 - Who is the company? Who influences its actions?
 - Does a company “live” in a bad neighborhood?
 - What is around the next corner for them?
- What is changing?
- What or who is causing it?
 - Are we adapting, resisting or leading?
- What do they see that we don't?
 - Why are they spending time and money on specific areas?

Client



All clients take action for three main reasons:

1. People
2. Process
3. Profit

Climate



- Gathering storm clouds are opportunities
- Timing is everything
- Forecasting is more important than reporting

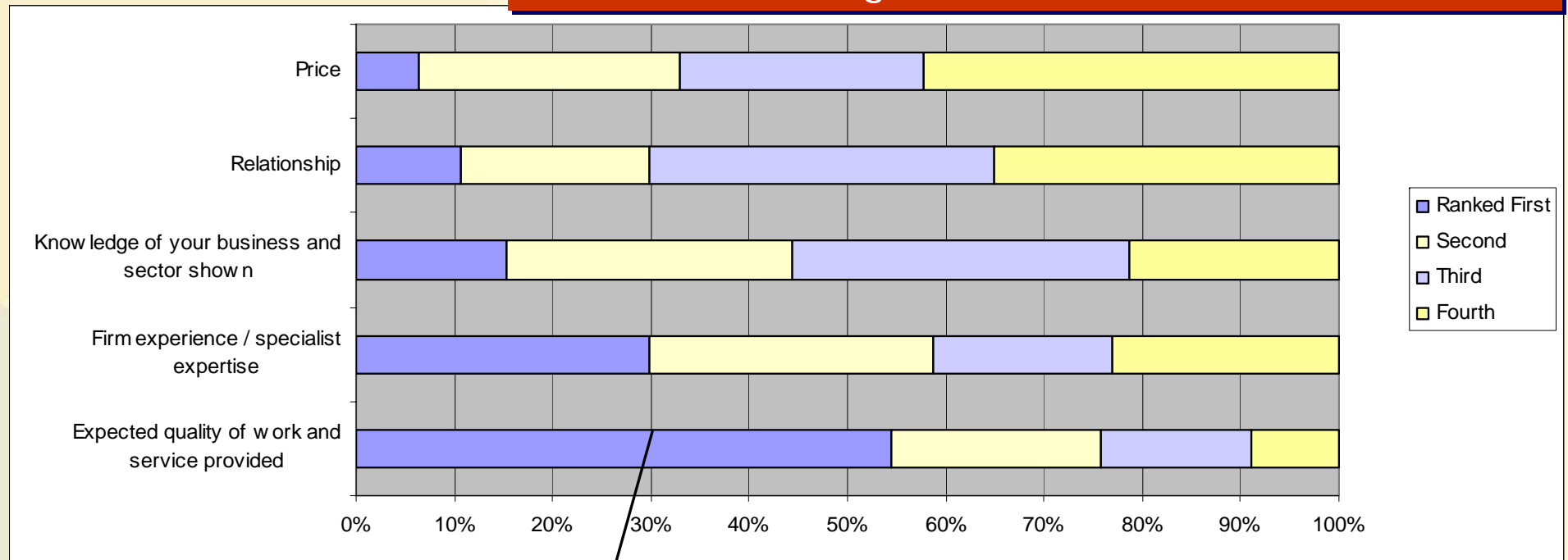
Competition



- Group of viable options for the client
- Why are they here?
- Who is not here?
- What has changed since the last race?

Market buys on expectations

Factors influencing the selection decision



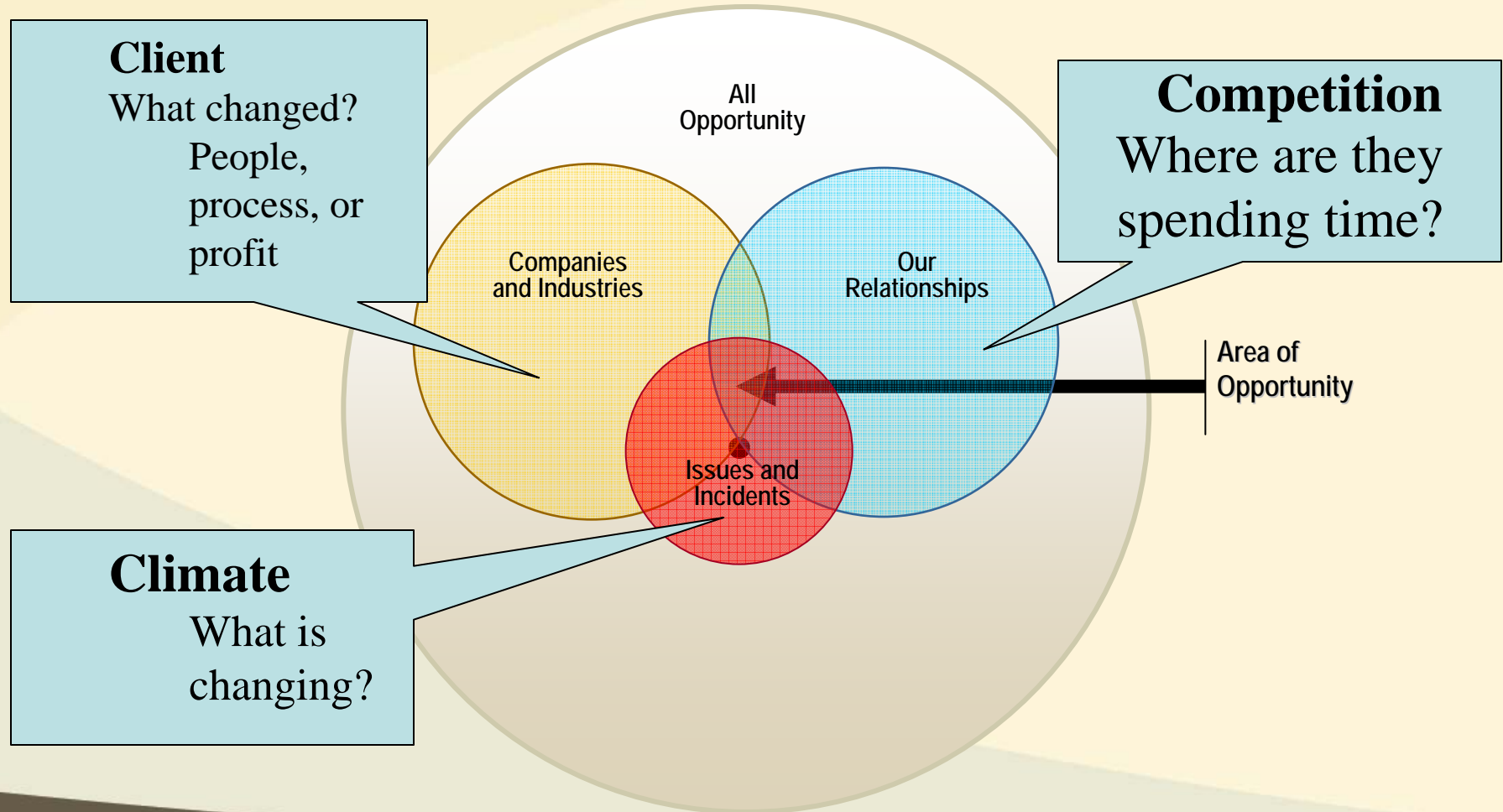
Buying expectations

From 2005 Study into the European Market for Legal Services - MHI
“Understanding the Minds of European In-House Counsel” – Sample 100 General and leading counsel.

Tip Sheet

- Have your competitors seen something you've not?

CI Model – looking for Opportunity



Are you in the pretty report
business?



OR



Agenda

- Introduction - LexisNexis & client development
- Competitive intelligence overview
- The competitive intelligence model
- Practical examples
- Summary points and take-aways
- Questions

Example Case Studies

Items to be made available
electronically

Reminder of the CI Model

Build and enforce policy by focusing on the following:

Client

Climate

Competition

- People, process, profit
 - Who is the company? Who influences its actions?
 - Does a company “live” in a bad neighborhood?
 - What is around the next corner for them?
- What is changing?
- What or who is causing it?
 - Are we adapting, resisting or leading?
- What do they see that we don't?
 - Why are they spending time and money on specific areas?

Look for change in Climate

Here a 2005 market
assessment
indicates change in
oil and gas markets
in W. Europe

Case Study: Petroplus

Market Assessment

The European Oil and Gas Industry Market Assessment 2005

Key Note Publications Ltd, April 2005

Although the EU does have an upstream oil and gas industry, this is focused heavily in the UK sector of the North Sea. Crude oil production is dominated by the UK, followed a long way behind by Denmark, which accounts for less than a fifth of UK production. The only other countries with any significant crude oil production are Italy, Germany and the Netherlands, and ten of the EU-25 member states have no oil production at all.

Although the EU has an important oil and gas industry, which is mainly centred in the UK sector, its reserves are very small in a global context. As far as individual EU countries are concerned, reserves are very small indeed in global terms, with all EU countries having less than 0.5% of global oil and gas reserves.

Oil and gas production in the EU (and Norway) is beginning to decline. As such, in future, an increasing amount of the EU's oil and gas requirements will have to be supplied by imports.

The EU faces important issues for oil and gas supplies. In the existing oil and gas fields, intensive efforts are being made to extend the life of mature fields and develop economic methods of establishing production from the more recently discovered smaller and technologically challenging fields.

Future supplies of oil and gas are being sourced from a wide variety of regions, including Russia, the Middle East, Africa and Malaysia. Many of these countries have political regimes and cultures that are quite different from EU countries. Some of the EU's supplies will be delivered through extended pipelines, often passing over territories that are politically unstable. This raises the possibility of disruption to oil/gas supplies. There is some concern regarding the political position of Russia in relation to the involvement of foreign companies in its oil and gas industry.

In terms of the future, the EU will generally become more reliant on Middle Eastern sources for fossil fuels. The EU will also have to compete in the international market, in which rapidly growing economies such as China are making increasing demands on the world's energy resources. Gas, in particular, will be in great demand as a result of its use for power generation.

That affects a change in Client

- People
- Process
- and Profit

Here a 2006 news reports a buy out of refinery infrastructure in S. Germany- by Client (**Process**)

Followed by 2007 reports of full year results of Client (**Profit**), and then resignations from the board of client. (**People**)

Case Study: Petroplus

Client Recent News

Petroplus Intends To Acquire One Of ExxonMobil Central Europe Holding's Businesses

Zug, Switzerland, July 6, 2006 -- Petroplus International B.V. and ExxonMobil today announced that Petroplus intends to acquire one of ExxonMobil Central Europe Holding's businesses. The purchase agreement covers the Ingolstadt Refinery, the Bavarian Industrial and Wholesale business and Esso Bayern, which primarily runs the direct home-heating oil business. Subject to the review and approval from antitrust authorities, the transaction is expected to close early 2007.

Commenting on the potential acquisition, Mr. Thomas D. O'Malley, Chairman and Chief Executive Officer of Petroplus, remarked, "We are excited about acquiring the Ingolstadt refinery, Esso Bayern and the Industrial and Wholesale marketing business in Germany. ExxonMobil has formed a professional and high-quality refinery management and operational team and we look forward to welcoming them into the Petroplus organization. We plan to continue the excellent track record of reliable and environmentally safe operations of the refinery established by ExxonMobil."

Mr. O'Malley continued, "Furthermore, the acquisition of the Bavarian Industrial and Wholesale business and Esso Bayern will grant Petroplus entry into a high demand market in Southern Germany and the surrounding regions."

Petroplus International B. V. is the largest independent oil refiner and petroleum product wholesaler in Northwest Europe. Petroplus owns refineries in Belgium, Switzerland and the United Kingdom with a combined refining capacity of 355,000 barrels per day.

Petroplus Announces Resignation of Three Board Members

14.02.2007

ZUG, Switzerland--(BUSINESS WIRE)--Feb. 14, 2007--Petroplus Holdings AG (SWX: PPHN) today announced that Peter Backhouse, N. John Lancaster and Baran Tekkora have resigned from Petroplus's Board of Directors. Mr. Backhouse has served on the board since November 2006 and was a member of the Nominating and Corporate Governance Committee of Petroplus. Mr. Backhouse has also served as a member of the advisory board of Carlyle/Riverstone Global Energy and Power Funds. Mr. Lancaster has served on the board since August 2006 and was a member of the Compensation Committee of Petroplus. Mr. Lancaster is a managing director of Riverstone Holdings LLC ("Riverstone"). Mr. Tekkora has served on the board since November of 2006 and was a member of the Audit Committee of Petroplus. Mr. Tekkora is a principal of Riverstone. Petroplus Holdings AG intends to nominate new board members for election by the shareholders at the Annual General Meeting.

Petroplus Announces Full Year 2006 Results

12.02.2007

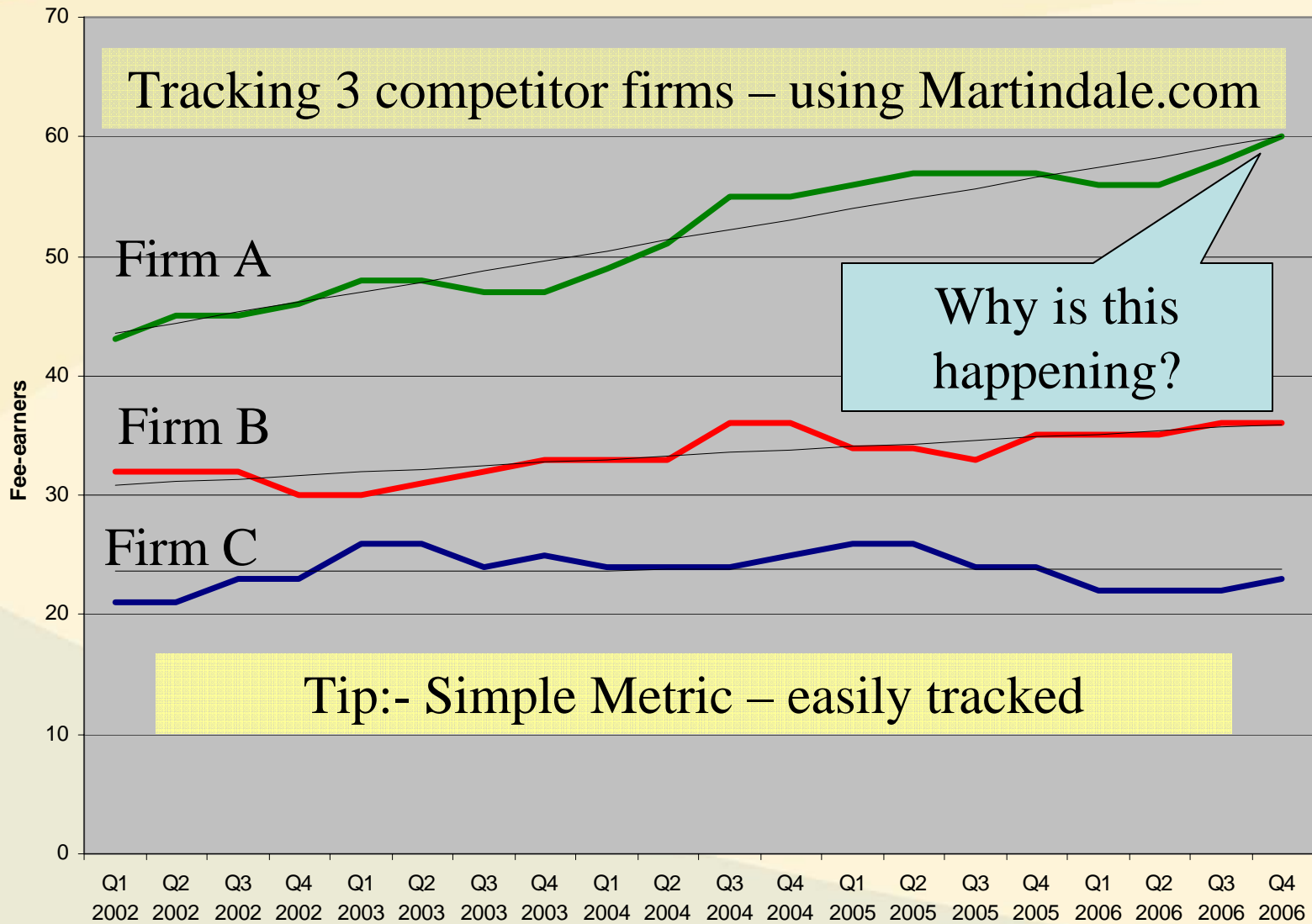
ZUG, Switzerland--(BUSINESS WIRE)--Feb. 12, 2007--Petroplus Holdings AG (SWX: PPHN) today reported net income of \$74.1 million, or \$1.81 per share, from continuing operations for the year ended December 31, 2006. These results compare to a net loss of \$28.1 million for the period ended December 31, 2005.

Thomas D. O'Malley, Petroplus's Chief Executive Officer, commented on the company's results, "The reorganization that took place during 2006 was extensive and designed to

Competition

- What would your competitor be doing?
- How would you take this prospective opportunity to a “client”?

Litigation partner trends



Coming soon “Client Review” at martindale.com



Martindale-Hubbell®
Client Review

Client Service

1 » **2** » 3 » 4 » 5 » 6 » 7 » 8 » 9 » 10 » 11

2. Would you recommend the subject for their client service? *Defined as understands my business; is responsive to my needs; provides ongoing communications and status updates; is prompt, efficient and effective.*

- Yes
- No response

Continue

Back

Confidential online survey

[Privacy Policy](#)

martindale.com | lawyers.com

Snapshot

[Peer Review Ratings](#) | [Firm Capabilities](#) | [Litigation and Transactional Activity](#) | [Client](#)

[View Full Snapshot for Cooper & Smith LLP](#)


Overview
People
Practices
Offices
Diversity
Client Reviews

Responses
Respondents
Feedback
Methodology

Feedback

	Total	%
■ Corporate	2	50
■ Law Firm	2	50
Total	4	100

[View More](#)



Corporate Respondents

Law Firm Respondents

March 1, 2007
 If there were a crisis within our organization I would not hesitate to call Cooper & Smith. The firm exerts a calming influence and can assimilate a huge amount of material quickly, able to take charge of an issue with minimal distraction.

February 9, 2007
 We need our outside counsel to be good legal advisors, but good business people. Cooper & Smith has the ability to identify risks and opportunities. The firm understands the parameters and objectives of a deal and provides relevant solutions for our company.

February 27, 2007
 With Cooper & Smith, we always know the exact status of our case. With rare exception, communications between the teams at C&S and our department are seamless. Its teams are meticulous yet get the work done efficiently.

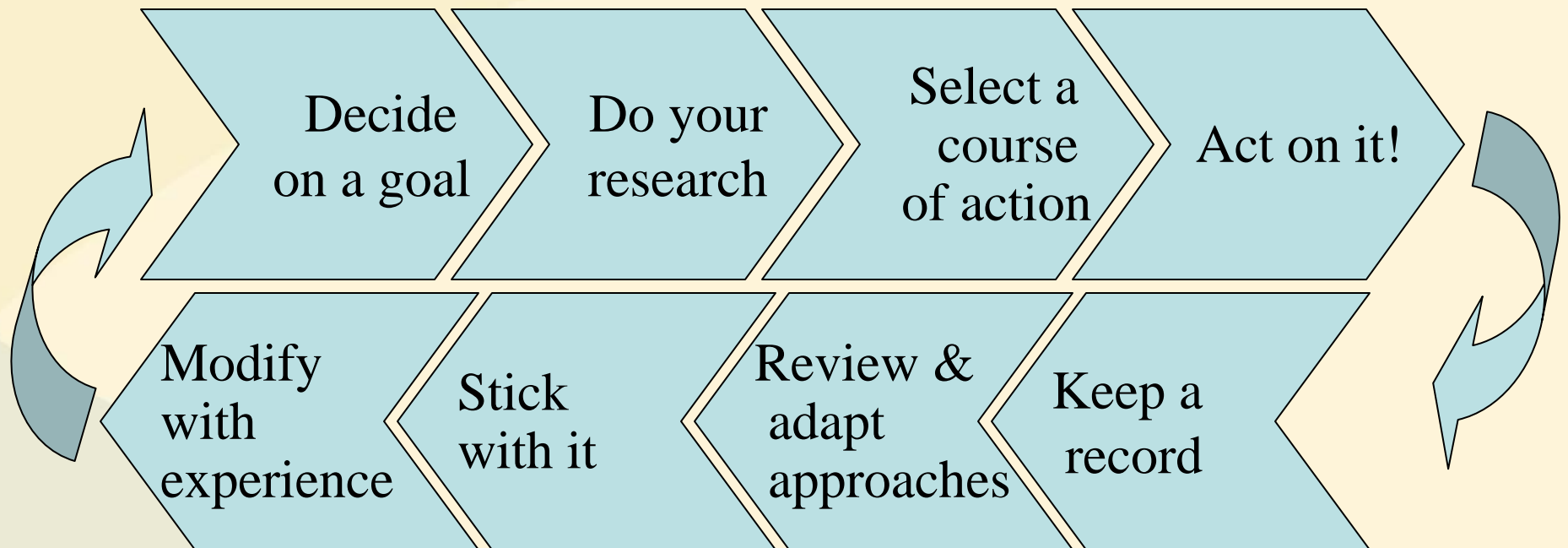
February 22, 2007
 Cooper & Smith knows how to deal with clients as well as opposing counsel. The firm brings together talent across their practice areas and is tuned to the speed which the legal industry is adapting to the challenges of today's global market.

**Additional or
'testimonial'
Feedback**

Agenda

- Introduction - LexisNexis & client development
- Competitive intelligence overview
- The competitive intelligence model
- Practical examples
- Summary points and take-aways
- Questions

The CI Execution Plan



Focus on - Client - Climate - Competition

The CI Execution Plan

- | | |
|--|---|
| <ol style="list-style-type: none">1. Decide on a goal<ol style="list-style-type: none">1. What, where, why, when?2. Metrics – what will you measure?2. Do your research<ol style="list-style-type: none">1. Sources: online, print, people, kinetic (senses)3. Select a course of action<ol style="list-style-type: none">1. Now you know, what will you do differently?4. Act on it - with intensity!<ol style="list-style-type: none">1. Look for opportunity2. Ask intelligent questions3. Check and verify with object of research | <ol style="list-style-type: none">5. Keep a record of what you do<ol style="list-style-type: none">5. Re-use sources to update6. Measure success6. Periodically review and adapt approaches<ol style="list-style-type: none">5. Are your methods still working?7. Stick with it<ol style="list-style-type: none">5. Monitor over time – look for trends8. Modify program periodically<ol style="list-style-type: none">1. Adapt with real life view2. Prioritize3. Segment and select |
|--|---|

Goal Checklist

Questions:

Why am I researching this client?

Can I identify 3 business goals?

What information am I likely to need?

Can I track changes, and identify opportunity easily

Prompts:

Do they fit the strategic profile for new business?

Is research time justified?

Will it be easy to find?, or available to access?

Is there a simple metric for measuring trend/change

Research Checklist

Questions:

What Online resources are available?

Can I identify business journalists with subject expertise?

Have I contacts in my personal network to ask?

Do I need to visit? Ask neighbours?

Have I, or can I ask the client?

Prompts:

Internet, Lexis-Nexis etc?
- Keep links for future use

Who is willing to trade information?

Can I check and verify intelligence?

Am I asking the right questions?

Questions to ask yourself

- What models of competitive intelligence systems are out there? <http://www.scip.org/>
- What are others doing?
- Skills, processes and software (CRM) – what are your resources?
- What else makes for an effective system?
- Do you need a cross-dept commercial Intelligence unit to drive this?

Q&A

Links

- Asia
- www.lexisnexis.com
- www.wisers.com.hk (resource to largest Chinese news, journal, & business publications in the world);
- www.chinaeconomicreview.com
- www.ft.com
- www.economist.com
- www.eiu.com/
- www.wsj.com

China Economic Review - Microsoft Internet Explorer

Address: http://www.chinaeconomicreview.com/

CHINA ECONOMIC REVIEW

Search []

Entire site | News | Magazine

For Your Future Events in Shanghai ...

Home | Daily Briefing | Foreign Investment Report | Store | Current Issue | Trade Shows | Blogs | Find a Hotel | Directories

China business news & information

China Economic Review has been published monthly since 1990, and is now a full publishing house and a leading provider of China business news and information.

To see our full line of products, click here.

User Login Forgot password

Email address Password Login

CER ONLINE STORE

Daily news briefing

Online directories

Monthly magazine

Foreign Investment Report

Sector news pages

Email newsletters

Go to a section Go

China Business Guide 2007

Available now

Foreign Investment Report

Want to know which foreign firms are expanding their China operations? Get this online report, updated every day and

FIR

Sector News Pages

Top news in your sector, updated daily.

Logistics
[IT and Communications](#)
Hotels and Tourism

Guides and Directories

Published guides and directories to help your China business. Contact details for thousands of companies and individuals in the

Print/Online magazine

Read magazine articles online, subscribe to the print edition to receive it by mail every month, or download the PDF version. Also get access

Wisers Information Limited - Products - Microsoft Internet Explorer

Address: http://www.wisers.com.hk/corpsite/global/en/products/index.html

Wisers

Advantage through Intelligence

About Wisers | Products | Content Sources | Wisers Index | Careers | Contact Us

Products

Wisers' innovative products position you ahead of the game.

WiseSearch

WiseNews

WiseEnterprise

mediaWise

FAQs

Client Log-in

Demo Sites for internal use only.

Demo Sites Login

Demo Sites for internal use only.

Fortune 500 multinationals, Asian blue chip companies, international banks, financial institutions, and governments organizations of the Peoples Republic of China and Hong Kong Special Administrative Region, rely on Wisers every day.

Wisers' four core offerings help clients uncover market intelligence, stay updated, spread knowledge through their organizations, and measure and refine their own communications.

WiseSearch

From in-depth research to ad-hoc queries, WiseSearch puts Greater China's most extensive and updated news archive at your fingertips.

WiseNews

Delivers breaking news on issues, markets and companies to fast enabling decision-making, based on full knowledge, in real time.

WiseEnterprise

Media Subscription

Testimonials

Find out more

Get a Free Trial Account

Take a Flash Tour

FAQs

Find out the Frequently Asked Questions of our products

LexisNexis Global Home - Microsoft Internet Explorer

Address: http://global.lexisnexis.com/tw

LexisNexis

Taiwan

Taiwan [臺灣]

Go to Taiwan Home

Remember for next time

Sign on to your service

Learn about our products and services

Contact Information:

Corporate Headquarters:
10F-1, No. 166, Jianyi Rd,
Chung Ho City,
Taipei Hsien 235 Taiwan, R.O.C.
Tel: 886-2-8226-3132
Fax: 886-2-8226-3172

Kaohsiung Office:
4F-1, No.51, Fujian St.,
Lingya Chiu, Kaohsiung,
Taiwan 802, R.O.C.
Tel: 886-7-333-7762
Fax: 886-7-3333-9348

Your needs drive our innovation drives your success

Copyright © 2006 LexisNexis, a division of Reed Elsevier Inc. All rights reserved.

Thank you!

Derek Benton - Director, International Operations
LexisNexis Client Development
Derek.benton@martindale.com