

Benjamin Ball Associates

CASE STUDY - Building business development skills in this distinctive law firm

OLSWANG

“Useful and thought provoking.”

“Very useful and practical.”

“Recommended for other partners”

**Partners,
Olswang**

“BBA’s practical expert training is making a real impact with our Partners and Associates.

These popular sessions are building best-practice business winning skills in our Lawyers.

This training has contributed directly to new business – including a new FTSE100 client.”

**Michelle Elstein
Head of Business
Development
Olswang**

www.olswang.com

Winning Better Business through partner pitch training in London and Europe.

Their Challenge

Legal services are more competitive than ever. Clients expect more, procurement gets involved and some lawyers are being asked to pitch for the first time.

Michele Elstein, Head of Business Development for Olswang was clear: *“We have a best practice approach to winning pitch situations and we want to share this approach with all partners to build their confidence and help us win the clients we want to work with.”* That was the start of our brief.

Working with Olswang’s Training Manager and Business Development team we set out to introduce pitch-winning best practice to their partners.

Our Solution

We created two essential coaching modules for partners: short, sharp sessions for small groups, each designed to make an immediate impact on Olswang’s business-winning capabilities.

For example, the first session helps partners create better pitch documents and the second session gives them the opportunity to rehearse the pitch meeting. Every session is full of 2-minute tips that can be applied immediately.

The Result

After working with most of the London partners, the programme was expanded to include all of Olswang’s European offices.

Olswang have gone from strength to strength with many more new business wins. We continue to work with their Partners, Associates and Business Development Team.

Call us to discuss how we can help you Pitch, Present and Persuade

**Benjamin Ball
associates** ●●●
Presentation experts

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