

# Huron Legal Builds Strong Business Development Pipeline and Boosts Revenue

Even in the best of economic times, achieving the right balance between serving current clients and consistently generating new ones is an ongoing challenge in consulting. Pressure to service and up-sell existing clients only adds difficulty to the mix, and a sluggish economy can mean tighter consulting budgets, increased competition and less bandwidth to devote to new business development. Whether in an economic boom or downturn, however, consulting firms can consistently generate new business and increase existing revenues if they approach the challenge strategically.

That's what Huron Legal, part of leading management consultancy Huron Consulting Group, did when they turned to TLM Partners for help in generating new business leads and ensuring future top line revenue growth. Huron Legal's professionals help corporate law departments, law firms and government agencies reduce legal spend, enhance client service and increase operational effectiveness. Huron sought help in cultivating a pipeline for its cost containment service offerings focusing on General Counsel at Fortune 1000 companies.

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### **Huron Consulting Group At-a-Glance:**

- A global management consultancy with 2011 revenues of \$606 million
- 1,232 consultants--top industry professionals providing services in:
  - Health & Education Consulting
  - Legal Consulting
  - Financial Consulting
- In 2011, served more than 800 clients, including nearly 200 new clients

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After evaluating other business development specialists, Huron Legal selected TLM Partners for their unique approach, which leverages a firm's thought leadership to establish expertise and directly addresses business challenges rather than employing a more traditional telemarketing sales pitch.

"Our business developers are excellent at closing business once they have leads, but finding the time to conduct disciplined lead generation is a

constant challenge,” explained Shahzad Bashir, Executive Vice President at Huron Legal and one of the founders of Huron Consulting Group.

“TLM’s thought leadership approach struck us as a strategic way to engage a senior management target while at the same time positioning Huron and its people as subject matter experts. When TLM was willing to put some skin in the game and base payment on performance, I knew that we could take a significant step forward toward achieving our business development goals.”

### **Collaborating on Strategic, Results-Driven Campaigns**

TLM Partners worked closely with Huron Legal to identify an approved list of potential prospects and select thought leadership pieces that would resonate with the program’s targeted C-level executives (General Counsel, Heads of Litigation and Chief Legal Officers). Once Huron Legal and TLM Partners selected the ideal thought leadership pieces for the campaign, TLM Partners developed and implemented an outreach strategy that included complementary messaging to raise awareness of Huron Legal’s superior capabilities in delivering significant and sustainable legal department cost savings.

During the campaign, whenever TLM Partners received a new lead referral from one of the program’s targets, they first verified that the contact was actually a new lead not currently in Huron’s customer relationship management database. It was important to Huron Legal to respect its business development professionals’ established relationships in the legal community.

“Our business turns on relationships, and one of the elements we value most with TLM Partners is their ability to understand the relationships our

people have within the legal community,” explained Kelly Struck, Marketing Director for Huron Legal. “TLM’s professionalism, strong communication skills, flexibility and ability to work within the safeguards we put in place to protect pre-existing relationships enabled them to function effectively as a natural extension of our team. As their client, I am always aware of everything going on thanks to their thorough reporting, which provides a current snapshot of the campaign.”

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**“Working with TLM has been a great experience. They have become a valuable part of our overall business development marketing strategy.”**

**SHAHZAD BASHIR, EVP HURON LEGAL & CO-FOUNDER OF HURON CONSULTING GROUP**

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### **Success Leads to Expanding the Relationship**

The initial project was successful and the Huron Legal team decided to re-engage TLM Partners to help them develop another pipeline of executives responsible for purchasing E-Discovery and related information management solutions at companies with annual revenues in excess of \$2 billion.

Again, TLM Partners collaborated with Huron Legal to develop a list of targets, select compelling thought leadership pieces and create messaging that would motivate these executives to seek further discussion regarding Huron Legal’s E-Discovery solutions and related service offerings. During the outreach implementation phase of the program, TLM Partners quickly determined that individuals charged with selecting, managing and implementing E-Discovery processes for

corporate legal departments represented a very broad spectrum of titles across a number of functional areas. Based on this new information, TLM Partners fine-tuned the outreach process to facilitate internal referrals, which helped them more quickly identify the correct executives for Huron Legal's E-Discovery services within each targeted organization.

"Generating positive growth and momentum requires getting as many irons in the fire as possible, and TLM Partners' ability to identify qualified contacts has made them a valuable business development resource for us," explained Mike Bandemer, Managing Director and leader for the Digital Forensics and Expert Services Solutions Group at Huron Legal. "Leading with thought leadership is critical because it differentiates us from the field and emphasizes our innovation and subject matter expertise. Thanks to TLM's ability to adapt a campaign and zero in on the true decision-

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**MIKE BANDEMER,  
MANAGING DIRECTOR**

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makers, we've submitted multiple new proposals for work, and are already in the early stages of implementation with new clients."

"Working with TLM Partners has been a great experience," explained Bashir. "They understand our business and are expert at interacting with an organization's most senior executives. They have become a valuable part of our overall business development marketing strategy because of the success they've helped us achieve to date."

## **TLM Partners**

TLM Partners provides focused business development strategy and outreach services to help consulting firms achieve near- and long-term market share growth. Our high-impact approach leverages thought leadership to generate meeting opportunities with C-level, Fortune 1000 executives with current consulting needs.

TLM Partners' team is comprised of professionals with deep experience in consulting and solution-sales to senior-level executives. Our proven methodology incorporates real-time, client-specific market intelligence to dynamically fine-tune program variables for optimum results. And we do it cost-effectively, allowing our clients to minimize non-billable hours. By engaging TLM Partners to drive early-stage pipeline development, our consulting clients can focus on what they do best: delivering innovative business solutions.

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