

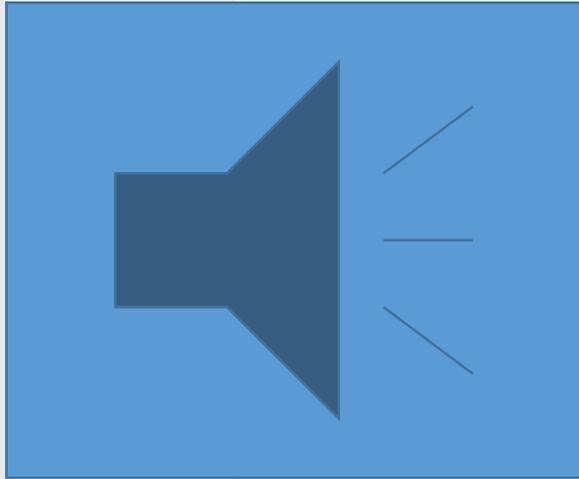


FICPI 16th Open Forum, St. Petersburg, Russia
October 6, 2016
Opening Plenary Session

A NEW FORMULA FOR BUSINESS DEVELOPMENT SUCCESS:

Developing A New Relationship With The Client

MODERATOR:	Bastiaan Koster, <i>Von Seidels</i>
SPEAKERS:	Kathryn Szymczyk, <i>SC&C Taking IP Practices Further</i> Rich Goldstein, <i>Goldstein Patent Law</i>



Kathryn Szymczyk

- ✓ Practiced TM Law for 13 years in Canada (Gowlings, BLG) and in Russia (head of Gowlings Moscow) and Eastern Europe (PETOSEVIC)
- ✓ Founded SC&C | Taking IP Practices Further in 2012
- ✓ Provides business development coaching and consulting to IP firms and IP lawyers around the world



Rich Goldstein

- ✓ Founded IP Boutique Goldstein Patent Law more than 20 years ago
- ✓ Frequently speaks and writes on topics related to law practice management, leadership, and business development
- ✓ Is Author of the recent book by the American Bar Association: *The ABA Consumer Guide to Obtaining a Patent*





SOME WAYS THE WORLD IS CHANGING FOR IP ATTORNEYS

- ✓ Shifting Roles of Inside Counsel
- ✓ New Competitors
- ✓ New Demands for Flexibility
- ✓ Desire for Connection
- ✓ Increased Commoditization of Attorney Work Product
- ✓ Lack of Perceived Value in our Services

2015

CAPE TOWN

SOUTH AFRICA



ADAPT TO ADVANCE

- ✓ At the last FICPI World Congress, the theme was “Adapt to Advance,” and we discussed critical changes in the business climate for IP Attorneys.
- ✓ By the time these trends were discussed, they already had taken their toll.
- ✓ How can we adapt our businesses dynamically - as the changes happen?



BUSINESS DEVELOPMENT TODAY

What Is Your Relationship With Your Clients?

- ✓ What do clients want? How do you know?
- ✓ How do you make sure that you deliver what they want?
- ✓ How do they know that you can/will deliver what you want?
- ✓ How well do you know your clients? How connected do you feel to them, or them to you?

OUR INTENDED OUTCOME

To provide a new opening and a new opportunity for business development to serve your practice, your firm, and your career.

OUR PLAN FOR THIS SESSION

- I. We will endeavor to shift our mindset from any resistance to making a full commitment to business development (e.g. “It’s not my job”), and any resistance to sales (e.g. it’s “icky”)
- II. We will present a formula for success: three key business development activities that will enhance your practice, and grow your business.
- III. We will practice applying our formula in real time – networking with a new mindset.

PART I - WHAT IS THE OLD MINDSET WE MUST SHIFT, TO ADAPT DYNAMICALLY AND WIN CLIENT LOYALTY?

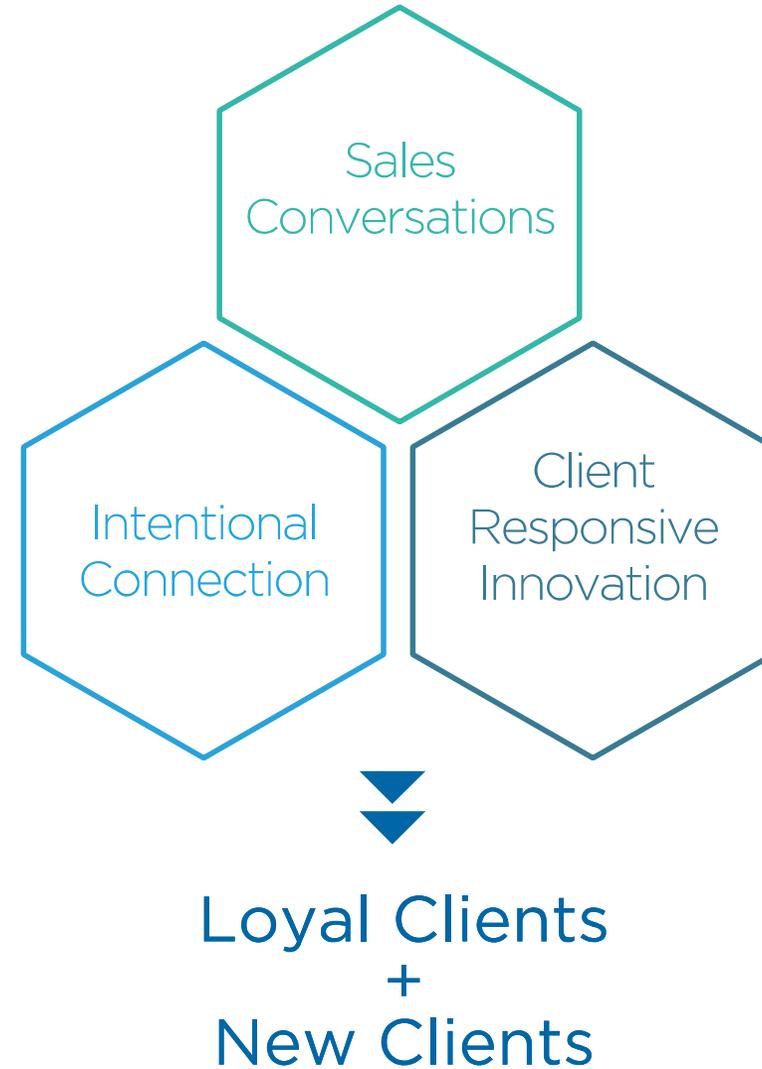
1. “Professional” requires arms length, formal relationships with clients, with a big separation between work life and personal life.
2. Attorneys assume the things they do is relevant to the clients and their needs.
3. We do not like “sales”, we are not “salespeople”. “Sales” is not something that we do.

WHAT IS THE NEW MINDSET NECESSARY TO ADAPT DYNAMICALLY AND WIN CLIENT LOYALTY?

1. We don't assume the things what we do is relevant to what our client needs. We are committed to constantly rediscovering what is needed.
2. Being personally connected with clients is important to having lasting professional relationships with them. It is essential to client loyalty.
3. Being good at sales is essential to growing our business and serving our clients appropriately.

PART II

3 KEY BUSINESS DEVELOPMENT ACTIVITIES

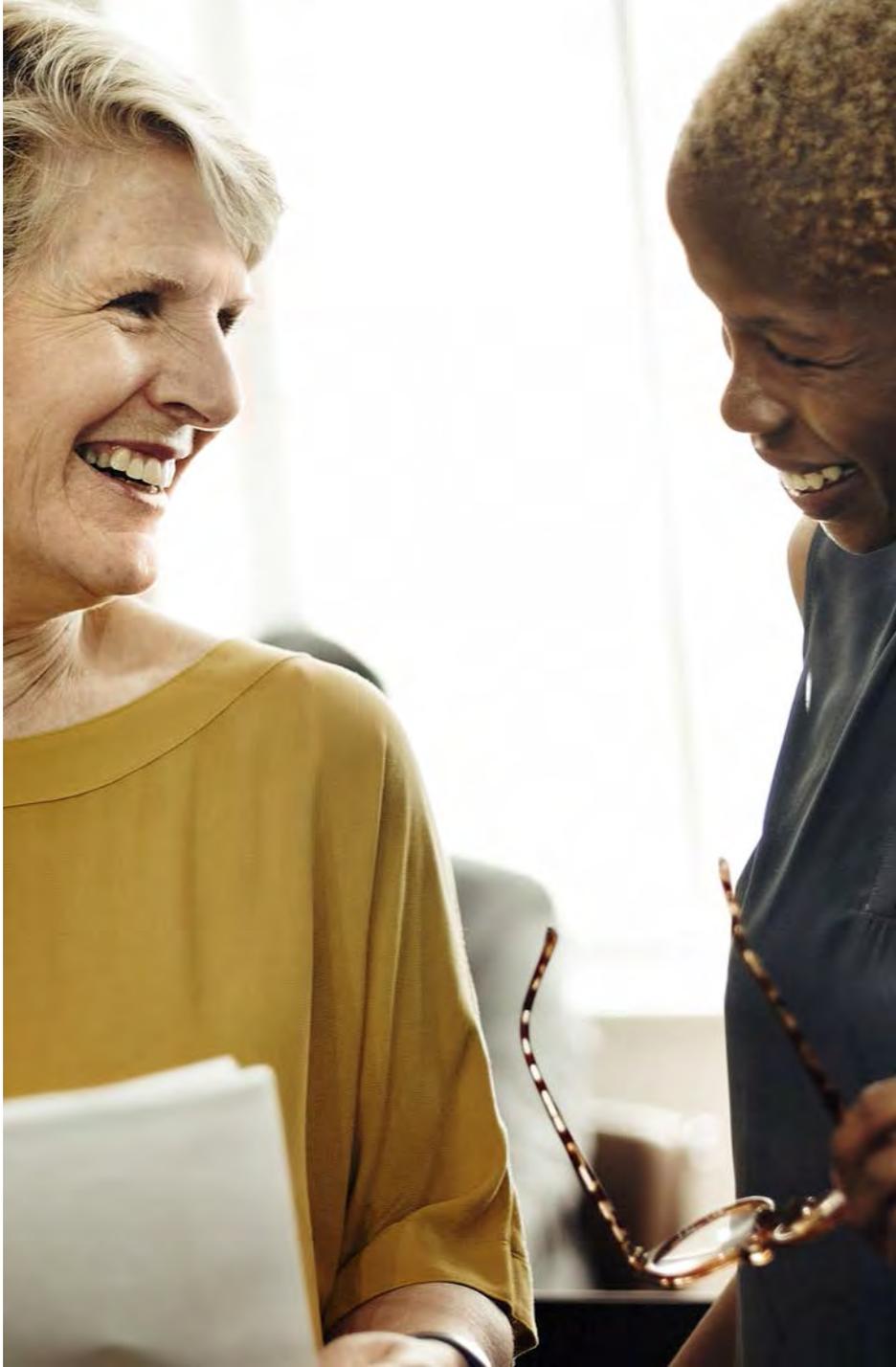


ACTIVITY (A): INTENTIONAL CONNECTION



Share a
Coke. with...





WHAT IS INTENTIONAL CONNECTION?

Connection

- Creating Rapport
- Making it Personal

Intentional

- Being Intentional Makes it a Business Development Tool
- Be Intentional Both with the **HOW** and the **WHO**



"People like people
who *like* them."

AND

"People like people
who *are like* them."

WHY DO MAMMALS FEEL SAFER WITH ANIMALS THAT ARE LIKE THEM?



WHY DO MAMMALS FEEL SAFER WITH ANIMALS THAT ARE LIKE THEM?





TIPS FOR INTENTIONAL CONNECTION

- ✓ Take Your Time
- ✓ Find Commonalities
- ✓ Be Open
- ✓ In Person, Establish Vocal and Physical Rapport

FINDING COMMONALITIES

- ✓ Work:
 - What IP issue has really caught your interest at the moment?
 - What have you left behind on your desk? What are you tolerating?
- ✓ Hobbies/Personal
 - Do you practice any sports/hobbies? When do you have the time?
 - If you weren't working in IP law what would you be doing?
- ✓ The World (avoid politics/religion)
 - Did you watch the Olympics? What was your favourite event?

In Person

- ✓ Vocal Rapport
 - Volume
 - Speed
 - Key words
 - Pitch
 - Rhythm
- ✓ Physical Rapport
 - Body Posture
 - Gestures



ACTIVITY (B): SALES CONVERSATIONS (CLIENT CENTRIC INQUIRY)

- ✓ Once you have ‘opened the door’ through intentional connection, this is the next step to find out what they actually need.
- ✓ Because your classic solution is not necessarily their needed solution.
- ✓ Determining “their solution” (the solution they actually need/want) requires getting into their world.
- ✓ This is a critical opportunity to learn not only what they need, but what other potential clients might need.

WHAT IS “SALES”?



IS THIS
SALES?



WHAT IS SALES, REALLY?

- ✓ How can we better serve our clients by being better at sales?

HOW TO DO IT: SALES CONVERSATIONS

- ✓ The way we get into their world is with:
 - Curiosity + Questions
 - Genuine curiosity is necessary. *But we should already be curious! Learning from them is the key to our success!*
- ✓ The way we build trust is through:
 - Our curiosity [they trust us more for our curiosity about them and what they need]
 - Our questions [they trust us more for the questions we ask that show we know the domain]
 - *But we do not build trust* through telling them about us and what we can do for them



Business Development Support

- ✓ Training
- ✓ Coaching (Internal and External)
- ✓ Mentoring

ACTIVITY (C): CLIENT FOCUSED INNOVATION

- ✓ What you learn in sales conversations provide opportunities for innovation in:
 - What You Do.
 - How You Do It.
 - How You Show Up.
 - Where You Show Up.

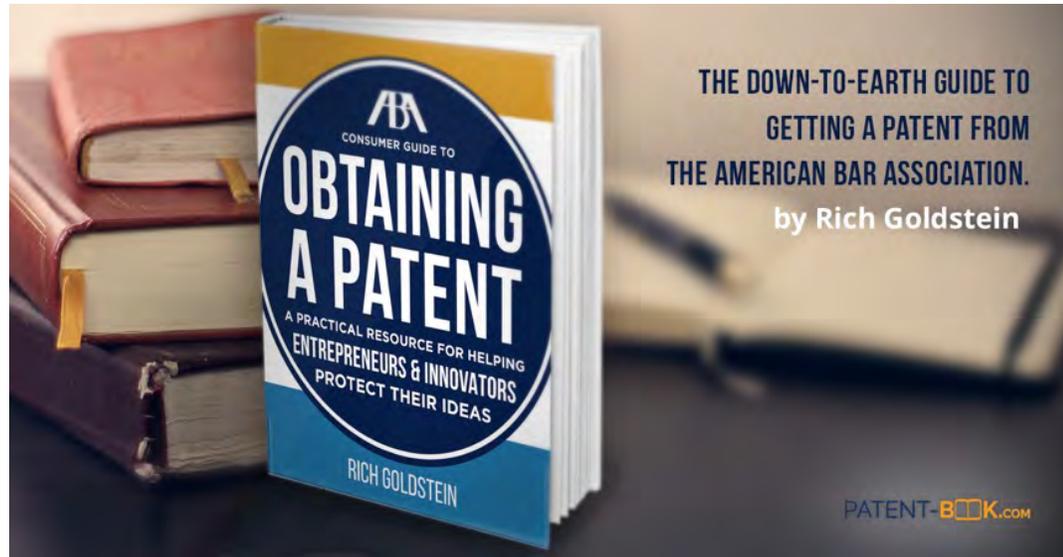
*Once you know what they want,
you have an opportunity to give them what they want!*



Business Development Strategies

- ✓ Written
- ✓ In Support of Firm Strategy
- ✓ Personally Motivating
- ✓ SMART Goals
- ✓ Target Audience
- ✓ BD Activities (Your Annual BD Plan)

EXAMPLES



Home

Growth Strategy

Business Development

Achieving Excellence

Who we are

Blog

Contact

Attending a Conference? Answer These 4 Questions To Dramatically Increase Your ROI

Conference season is already under way. Perhaps you are reading this from a lecture hall or hotel lobby and asking yourself how you can make the most out of the next few days. The answer is, you need a business development strategy. In his [article](#) in Forbes Magazine, conference networking guru Mike Ambassador Bruny notes "many rely on serendipity when it comes to making connections at conferences – and if you don't know what you are looking for, serendipity can become a missed opportunity." Don't have a conference strategy? Just taking the time to answer the following four questions* will result in a mini-strategy that will increase your chances of seeing a return on your investment from conference attendance.

1. How Do You Want To Show Up? Take a few minutes to consider which of your intrinsic qualities, characteristics and traits would lead your ideal client to choose you. Then, make sure the way you dress, act, communicate and connect at a conference reflect those things. For example, if you pride yourself on being very responsive to clients, arrive early to events or meetings. If you have a superior attention to detail, let your attire reflect that as well. If your creative solutions set you work apart, gather some people from the conference to join you for a unique experience in the city you are in. The truth of the matter is that people notice these things.

2. What Role Will You Play? Decide what your primary purpose for attendance at this particular conference is and then ensure you play a role to support that purpose. For example, perhaps you are looking to expand your practice into a new area or new market. This may lead



PART III

PRACTICE:

Intentional Connection
And Sales
Conversations—
Gathering The Seeds
For Innovation

Let's practice exploring our potential relevance to another person, by:

- (a) establishing connection;
- (b) having a sales conversation; and
- (c) seeing opportunities for innovation.

WHAT IS THE BIGGEST CHALLENGE YOU ARE CURRENTLY FACING WHEN WORKING WITH FOREIGN ASSOCIATES?

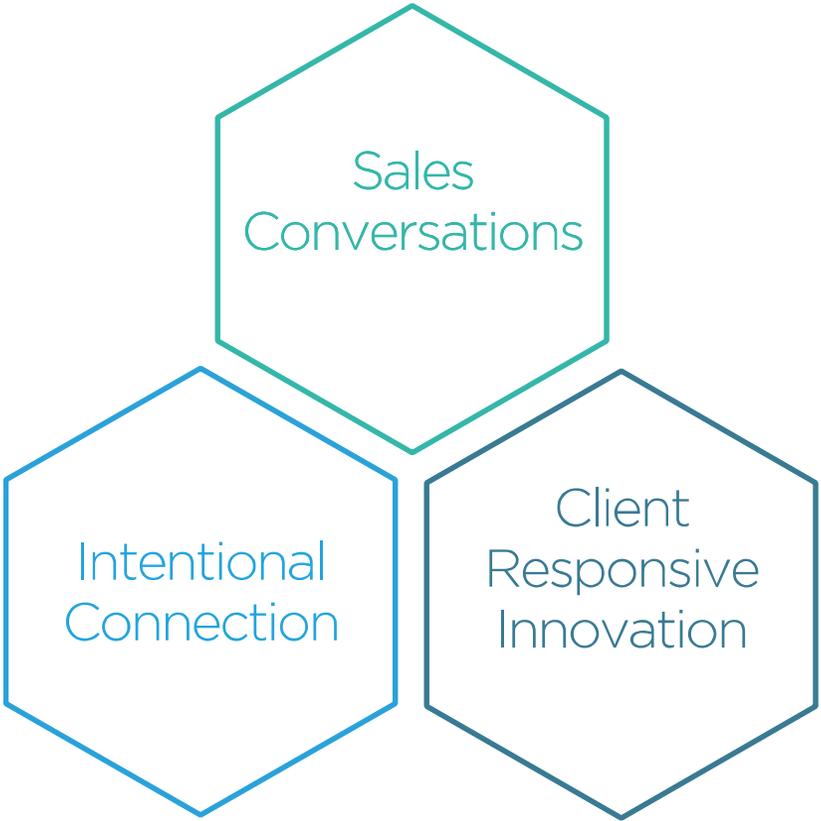
- ✓ What makes it difficult or challenging for you?
- ✓ What do you wish that they understood?
- ✓ How would you like it to be?
- ✓ What could they do to make it work better for you?
- ✓ How would this make your practice/life better?

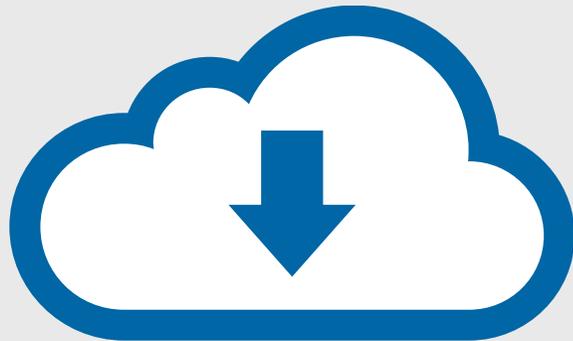


HARVEST THE LEARNING

- ✓ What did you notice in this exercise?
- ✓ What did you learn?
- ✓ How will you apply it?

THE RESULTS





DOWNLOAD THE PRESENTATION SLIDES AND A BUSINESS DEVELOPMENT WORKSHEET

- ✓ www.GoldsteinPowerpoint.com/FICPI16
- ✓ This link is mobile friendly



QUESTIONS?



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