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Reach decision makers... gain new instructions



Whether your motivation is driven by a desire to promote specific industry or service expertise, or to discover where your employment clients send their commercial property work, Chartered Developments can help.

With extensive experience of delivering campaigns into OMBs, SME's and multi-national PLCs, we work with you to devise a bespoke contact approach to your target list, maximising your firm's Unique Selling Points to secure qualified new business leads.

Our experienced team can open dialogue with Finance Directors, In-house Counsel, Chief Executives and Managing Directors to ensure your brand is exposed to the people responsible for hiring and firing legal advisors across all disciplines.

Because we know that follow-up activity eats fee earners' time, we can also formulate strategies to ensure that those relationships where no instructions are imminent stay warm, and decision makers return to you when work is allocated.

- Seminar follow-up
- Client cross-sell
- Relationship management
- Sector specific
- Pre-empt legislation changes
- Service specific
- Panel work
- Research prospects' tender processes

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Accurate targeting

Specialist data enables you to select specific information to match your prime targets i.e. geographic area, turnover, industry sector, employee numbers, director ages.

Skilled & knowledgeable

Our skilled and professional team have the knowledge and understanding of this sector to express your specialisms and services to each key decision maker.

Pipeline management

We'll help you keep in touch with prospects – saving you time, money and thereby increasing your success rate.

New clients

Using the telephone is the quickest and most effective route to market. Reach the people you want to do business with before your competitors do.

How Chartered Developments can help

You will gain Data on the targets (which over time will be rich with review dates, other decision makers' details such as email addresses and other advisors' details). Our main output for you will be appointments to meet the decision makers and finally help to win new clients through our pipeline management system.

You will have a dedicated Account Manager who will support you with all your telemarketing campaigns.

Provide specialist data on target organisations to meet your criteria

Arrange personal meetings for you with key decision makers

Help you grow and improve your business development skills with appropriate training

Provide on-going follow-up service to maximise your investment and closure

Call our Legal Centre of Excellence today to discuss your target market and our innovative approach.

01392 247200

Chartered Developments
Courtenay House
Pynes Hill
Rydon Lane
Exeter EX2 5AZ

Freephone: **0800 061 2014**
Office phone: **01392 247200**
Fax: **01392 848523**
Email: **info@chartdev.co.uk**
Web: **www.chartdev.co.uk**