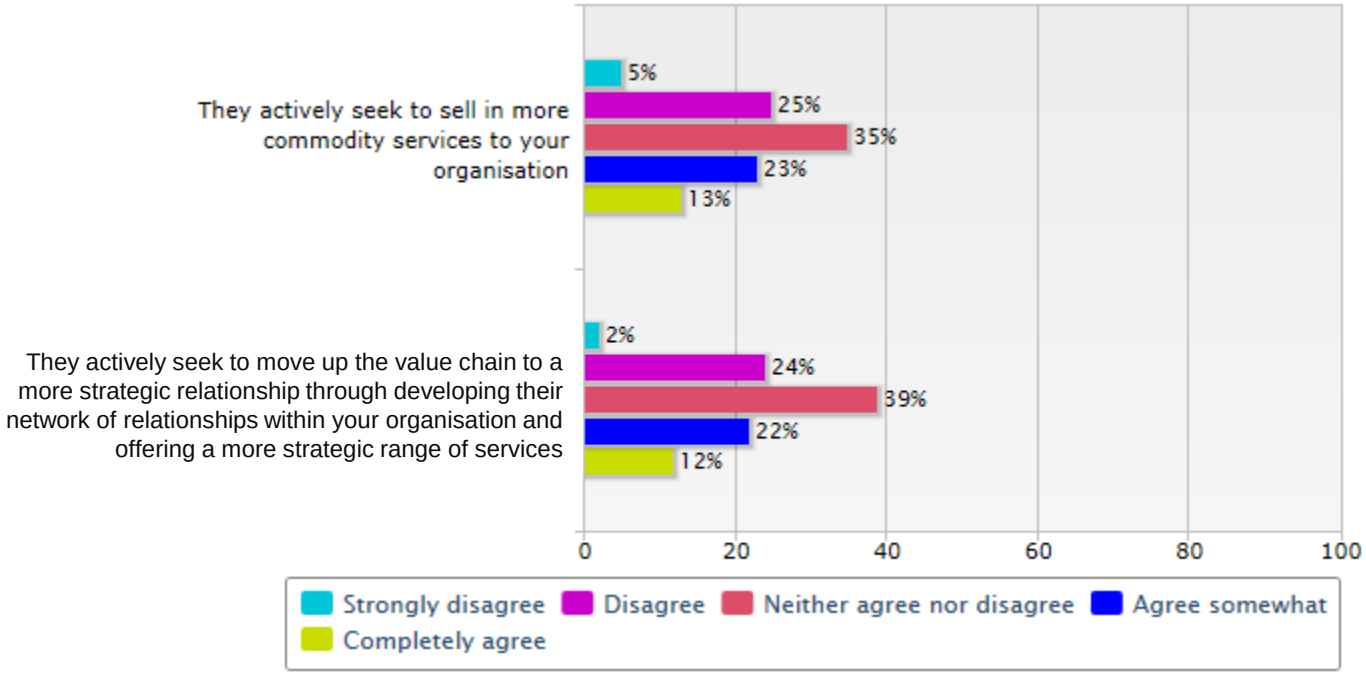
Lawyers – you can't afford to be afraid of the 'S' word

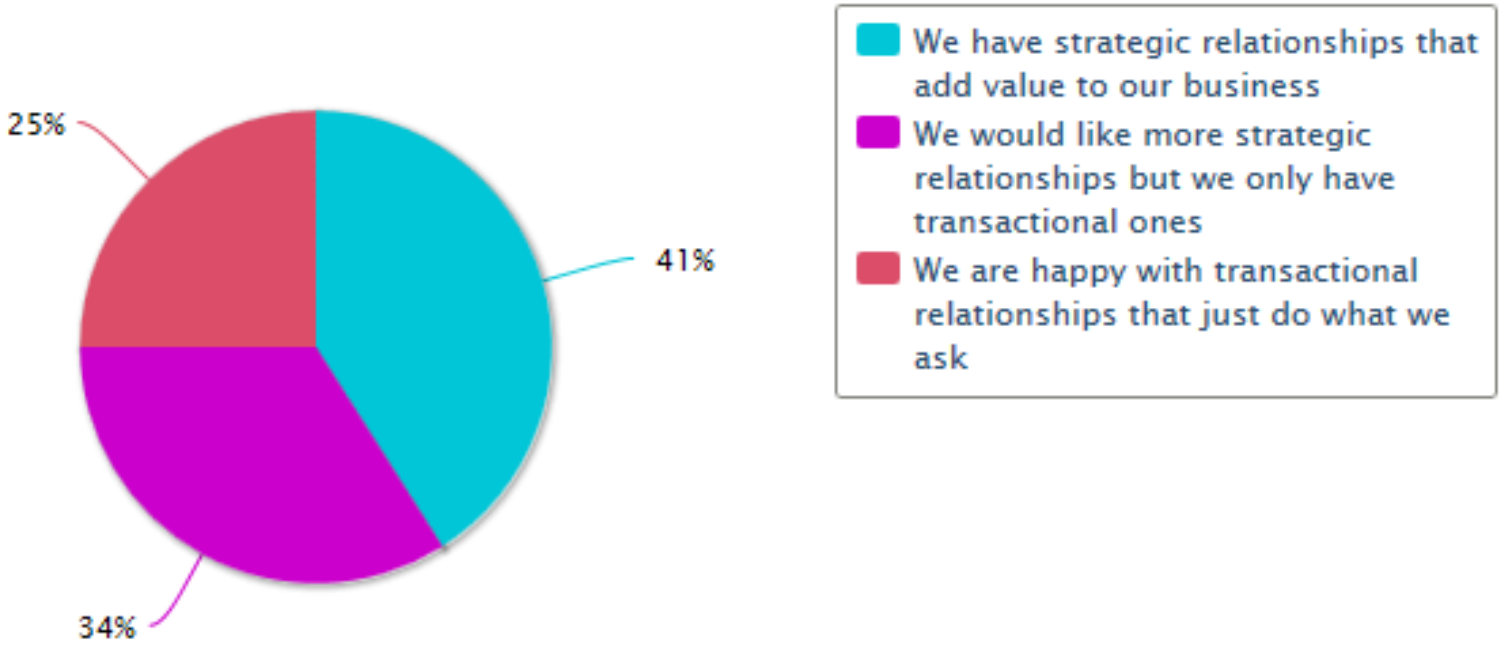
David Freedman, Huthwaite International

SELLING

Non-strategic legal advisers, as viewed by GCs

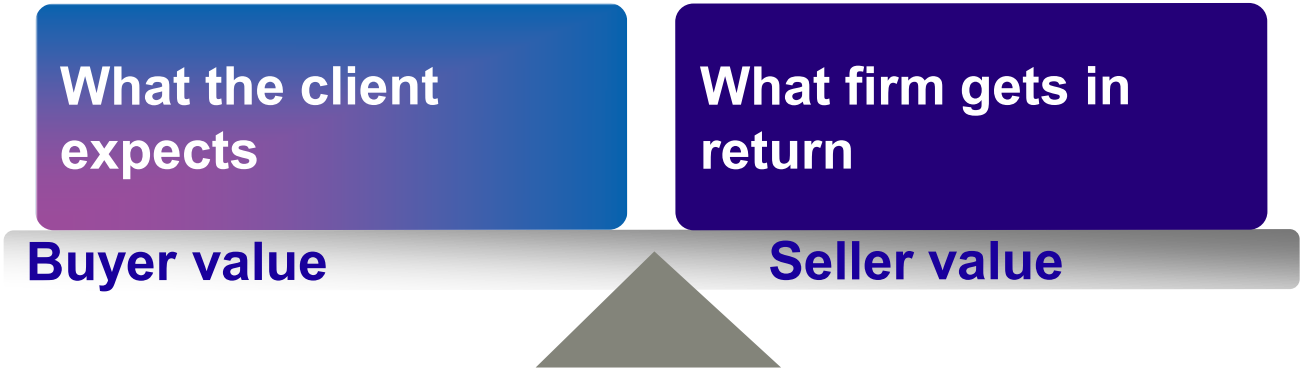


GCs want a strategic relationship
(and don't always get it)

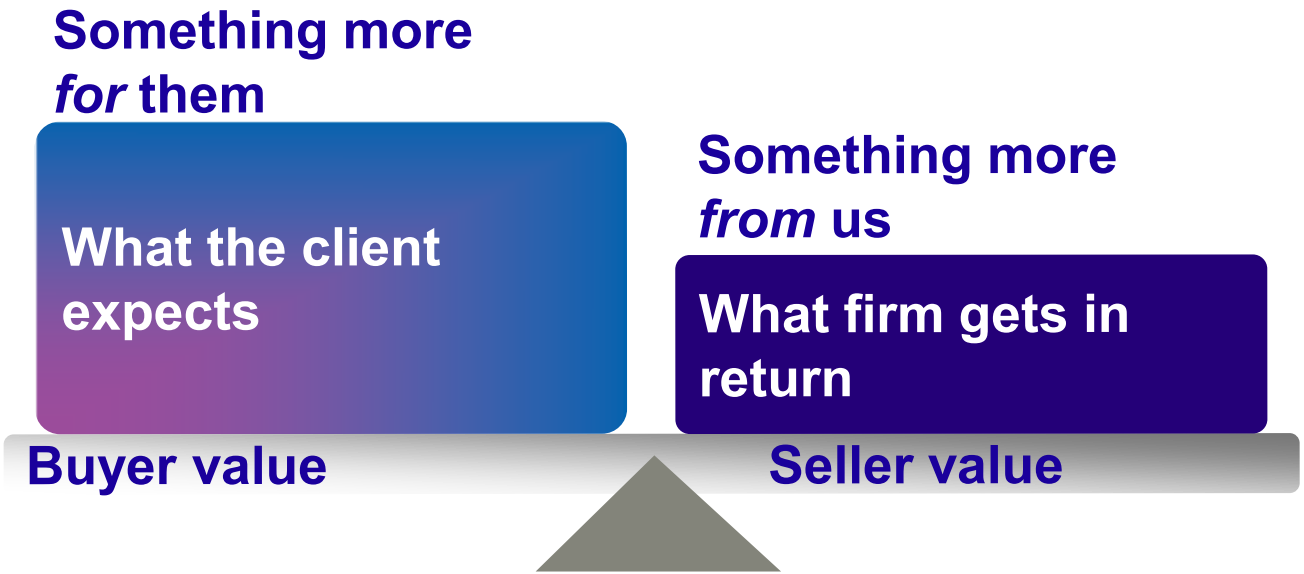


Features v Benefits

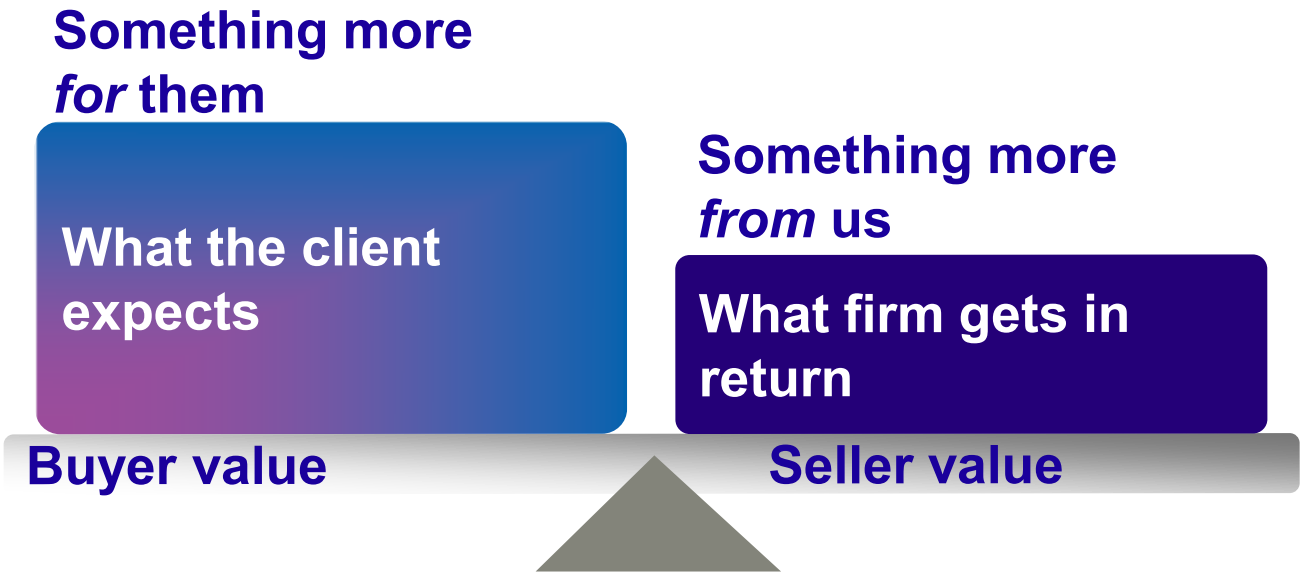
Delivering value



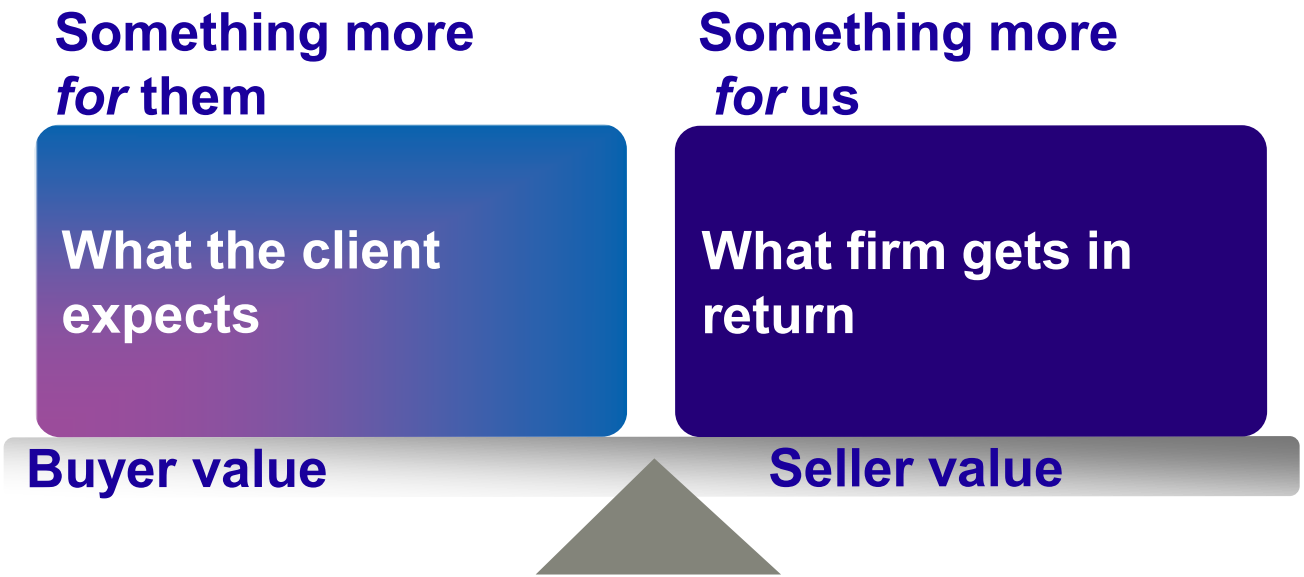
“Adding value” is really….



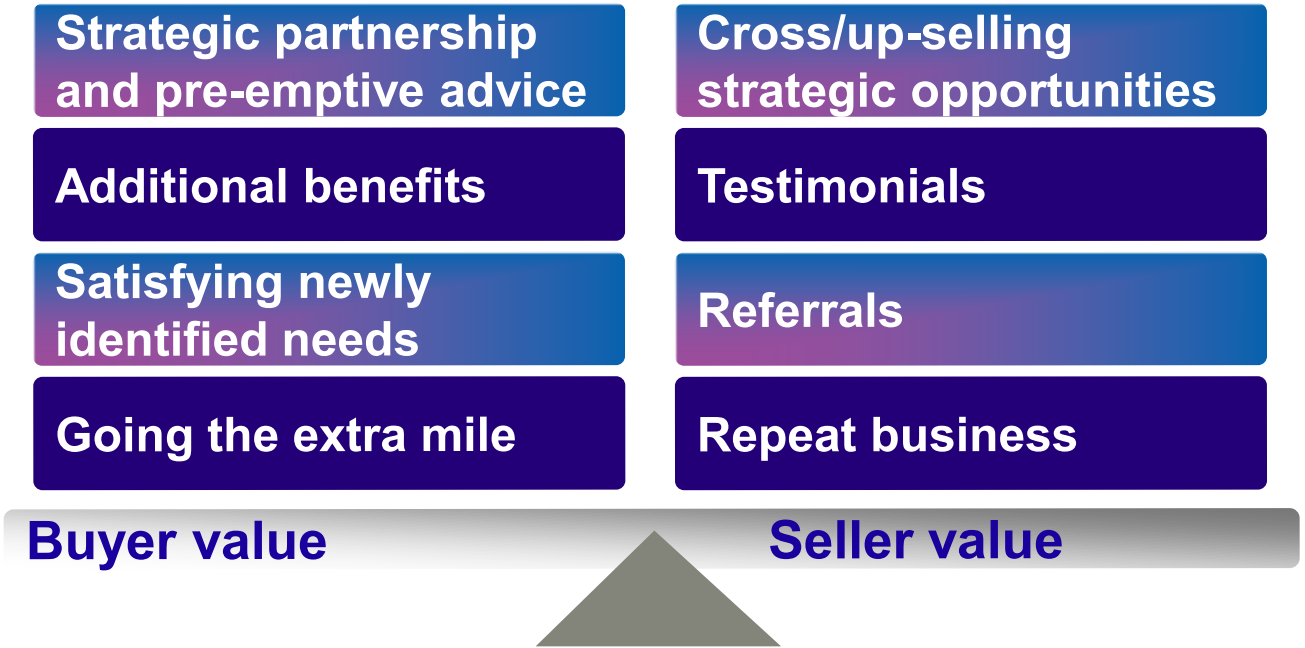
Transferring value



Creating value



Creating & capturing value



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