



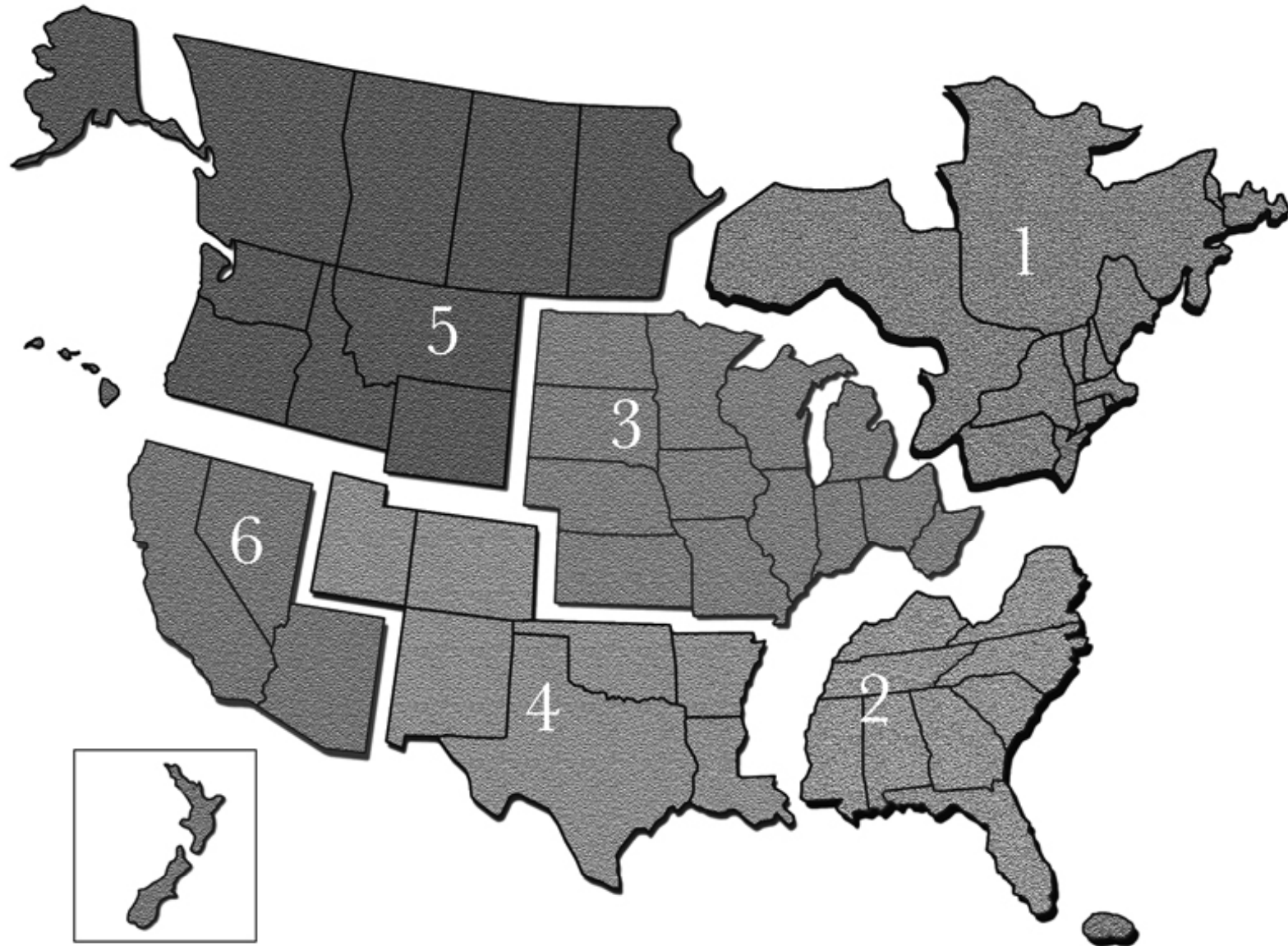
THE DALLAS CHAPTER ASSOCIATION OF LEGAL ADMINISTRATORS

Working with ALA 101

Association of Legal Administrators

- International organization of managers from law firms, corporate legal departments and military.
- Organized for education and networking
- Local members belong to Chapters

US Chapters are Grouped by Regions



Purposes and Benefits of Business Partner Program

- *Benefits to Business Partners:*
 - Relationship development.
 - Quality one-on-one face time with administrators at educational conferences and special events.
 - Inclusion in special “Business Partner” section on the Dallas Chapter website.

Purposes and Benefits of Business Partner Program

- *Benefits to Chapter Members*
 - Enhancement of the existing business relationship with Business Partners and Dallas Chapter firms and members.
 - Expand networking opportunities for both Business Partners and members.
 - Sponsorship fees pay for quality educational opportunities for Dallas members throughout the year.

DALLAS MEMBERSHIP DEMOGRAPHICS

174 Members as of Jan 2010

(108 law firms; 2 corporations)

• 14 or less attorneys	34	31%
• 15 - 29 attorneys	31	29%
• 30 to 74 attorneys	26	23%
• 75 to 149 attorneys	17	9%
• Over 150 attorneys	14	8%

NETWORKING VS. SELLING



- Our ultimate goal is to assist you in establishing networking and business relationships.
- We encourage you to take full advantage of networking opportunities during ALA conferences and special events.
- We encourage our members to consider you in their selection process.

TOP “10” LIST



10 Ways to “Play” with Legal Administrators

No. 1

Partner with Us - Approach each contact as a partnership.

“Tip”

Strive to develop long-term relationships rather than a “quick sale.” Every meeting, phone call, email and proposal is an integral part of the partnership process.

No. 2

Know Your Market - There are many resources available such as Martindale-Hubbell, ALA's website, chapter websites and firm websites that will assist you in learning all you can about law firms and the legal market.

“Tip”

Conserve valuable time by making sure your product/service can add value to the firm.

No. 3

References - Offer references of other law firms.

“Tip”

We have a unique industry, and like to see experience and expertise with law firms on a local, regional and national basis.

No. 4

Share Your Knowledge - Talk about trends in the legal industry.

“Tip”

Tell us what products and services your law firm customers are using. Take advantage of your opportunity to be our eyes and ears.

No. 5

Use Time Wisely - Be direct, to the point, and make sure your initial proposal is your best deal.

“Tip”

Due diligence requires us to get several proposals. Give us your best deal the first time.

No. 6

Make an Appointment - Don't show up unannounced for other than dropping off information with the receptionist.

“Tip”

Mail, fax, voicemail or email information regarding your products/services and your desire to set an appointment. Most members prefer email over telephone calls.

No. 7

Service, Service, Service - Provide exemplary customer service before, during and after the purchasing decision.

“Tip”

Stay on top of the process be it during the purchasing process or afterward. We want to know who to call with a problem, and the procedure for getting problems resolved quickly.

No. 8

What's Next? - Ask administrators what they would like the next step to be – and respect that.

“Tip”

Law firms do not make quick decisions. The decision making process may be slow. Be patient.

No. 9

Why Your Company? - Highlight your company's virtues and strong points.

“Tip”

Offer examples of how others have benefited from your product/service. Respect your competition.

No. 10

It's ALL About the Relationship -

Maintain a positive relationship after the sale.

“Tip”

Many factors go into decisions. Even if you weren't selected, things change quickly and you may have another opportunity.

Becoming a Business Partner Will Not...

- Guarantee immediate sales
- Guarantee a captive audience
- Give you carte blanc access to members
- Automatically permit sales pitches at social events

Becoming a Business Partner **Will Allow You to...**

- Develop long term personal/business relationships
- Provide excellent service and products to a demanding client

Our Promise to You

We pledge to make an attempt to work with you and all ALA Business Partners.

We strongly encourage members to consider our business partners whenever they have needs for products or services provided by our sponsors.

ALA RESOURCES

- Dallas Chapter website
 - *www.DallasALA.org*
- Dallas Chapter Business Partner Chair
 - *Bart Allin, wallin@hunton.com*
- Headquarters website
 - *[www.ALAnet.org/#Business Partner Resources](http://www.ALAnet.org/#Business%20Partner%20Resources)*

Thank you!



Your Support Means The World to Us