



**Primerus**  
*The World's Finest Law Firms*

## **2015 Primerus Global Conference September 30 – October 4, 2015**

### **Give a Winning Presentation to Generate New Business**

Friday, October 2, 2015 (10:15 a.m. – 11:15 a.m.)

**Presented by:**

**Pippa Blakemore – The PEP Partnership LLP – Reading, United Kingdom**

- I. Objectives
  - A. To win clients
  - B. To keep clients
  - C. To grow clients
- II. The 4 Presentations to Generate New Business
  - A. Answer to the question “What do you do?”
  - B. Elevator pitch
  - C. Conference, seminar, workshop
  - D. Full client presentation
- III. The two “Rs”: Relationships and Research
- IV. Structure to build up a winning presentation
- V. PRESENTATION 1 – “What do you do?”
  - A. Answer: not what you do, but what you achieve for your clients – 12 words
  - B. Practical: write
  - C. Practice the answer: with people around the room
- VI. PRESENTATION 2 – The elevator pitch
  - A. What you do and how you do it
  - B. 4 steps to create the elevator pitch
  - C. Practical: write the elevator pitch



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- VII. PRESENTATION 3 – conference, seminar, workshop
  - A. Identify the needs of the audience
  - B. Structure your presentation to meet those needs
  - C. Examples and evidence bring it to life for a range of audiences
  - D. Practical: write
  - E. Practice the answer: give a 3 minute presentation in groups of 3
- VIII. PRESENTATION 4 - full pitch presentation; beauty parade or dog and pony show
  - A. Identify prospective client needs
  - B. Prepare approach, structure and content to meet those

Methods Pippa will use: short presentations by Pippa followed by practical application of the theory by delegates; checklists, templates and by the end of the hour each delegate will have given a 3 minute presentation and received feedback on it. A consequence will be the practical application of the theory, as each delegate will have given a presentation to the Primerus potential referrers in the room with them.

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## Speaker Biography



**Pippa Blakemore**

**The PEP Partnership LLP**

17 Devonshire Park  
Reading, RG2 7DX, United Kingdom  
Phone: +44 (0) 118 931 0688

[pippa.blakemore@pep-partnership.co.uk](mailto:pippa.blakemore@pep-partnership.co.uk)

[www.pep-partnership.co.uk](http://www.pep-partnership.co.uk)

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Pippa Blakemore is a globally renowned expert on business development and marketing for lawyers.

She has been advising law firms all over the world since 1985, on how to win, keep and grow their clients.

Pippa's more than 80 articles and interviews have been published on several continents and in several languages, including Catalan, Spanish, French and Finnish.

Her book "Law Firm Pitches & Tenders: Presenting to Win" was published by Worldwide Legal Research in October 2014 and "Networking for Lawyers: a pocket guide to building business relationships" was published in October 2011.

Pippa is a Freeman of the City of London.