

What if everything you think you know is wrong?

For most law firms, Key Account Management is the bedrock of business development strategy. Conventional wisdom tells you to focus more on selling to existing clients, than on winning new ones.

But the problem with conventional wisdom is that no-one challenges it. What if it's wrong?

How do you know that courting existing clients is a better growth strategy? Have you really crunched the numbers? Are you 100% confident it's the right path? Wouldn't you like to [find out for sure?](#)

Research across many other industries shows that *unconventional* wisdom could be a better bet in the long run.

This evidence suggests bigger brands are big because they have more customers, particularly occasional ones. They grow mainly by winning new customers, not by retaining existing ones. Equally, smaller brands are small because they have fewer customers, particularly occasional ones.

What if these patterns apply equally to law firms?

What if – as the *unconventional* wisdom says – you should prioritise winning new clients over selling more to the ones you already have?

It would turn the industry's approach to growth on its head, transforming business development and marketing tactics.

To find out, we need YOU.

We're undertaking the first research of its kind anywhere in the world and we need your help. All you have to do is [provide some simple information](#) and we'll keep it totally confidential.

What's in it for you?

- You'll find out if your client retention and acquisition profile is right for a firm of your size.
- You'll find out how you compare with your peers.
- You'll have accurate, fact-based insights you can use to justify your investments in a marketing strategy that will really deliver growth.

Take part and let's find out together.

Contact Brand Strategy Director [Lee Grunnell](#). Find out more about [Thirteen](#).

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