

# Legal Pricing Masterclass

October 6-7, 2015

Presented by: Colin Jasper, BSc, MBA  
Director, Jasper Consulting

Sponsored by:  
Susan Raridon Lambreth  
Principal, LawVision Group LLC and  
LPM Institute

Hosted by:  
Norton Rose Fulbright US LLP  
799 9th St NW #1000,  
Washington, DC 20001



*“When times are good, pricing sins can be easily forgiven. But when the economy sours, a misguided pricing strategy can shrink profitability, warp client relationships, and destroy a brand.”*

*- Nick Wreden  
(Brand Futurist)*

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## PRESENTER

*Colin is the Director of Jasper Consulting whose focus is assisting professional service firms to create greater value for their clients and capture a fair share of that value for themselves.*

Colin Jasper has consulted to professional services firms for almost 20 years. In this time he has had the opportunity to work with over 200 professional service firms including many of the leading law firms in the US, the UK and throughout Asia.

Colin has been a keynote speaker at conferences in the UK, the US, China, Singapore, Malaysia and Australia. He has been a guest lecturer at numerous universities and business schools.

His articles have been published in a range of journals and magazines

including Professional Service Firms Journal, The Law Management Journal, and the Journal of the Professional Pricing Society. He authored the pricing chapter in the American Bar Association book, The Power of Legal Project Management (2014).

Colin conducts regular research amongst general counsel on their buying behaviour and their attitudes to law firms and is the co-founder of the Legal Pricing Roundtable (New York). He has developed and led numerous in-house training programs.



*Colin Jasper BSc, MBA  
Director, Jasper Consulting*

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## REASONS TO ATTEND

*Pricing has a greater impact on profitability than any other lever, yet many firms lack confidence in their pricing strategy.*

**This workshop** provides a comprehensive framework for assessing your firm's approach to pricing. The workshop is illuminated with numerous case studies and will enable participants to identify opportunities to drive revenue and profit growth within their firm.

**Never before** has the pricing of legal services received so much attention. The economic downturn brought into sharp focus the need to control legal expenditure.

**Many clients** have significantly evolved their approach to purchasing legal services and are demanding more from firms - for less.

**More than ever before**, firms are being required to justify their price. Failure to do so results in price erosion or the loss of business.

**Law firms must develop their pricing competence in order to effectively deal with these increasing client pressures.**



*Register today. [Just click here.](#)  
Discounted fee through 8/31/15*

## THE PROGRAM

*The Masterclass is designed to develop the pricing capability of participants and to help identify specific pricing opportunities that can be immediately realized by their firm.*

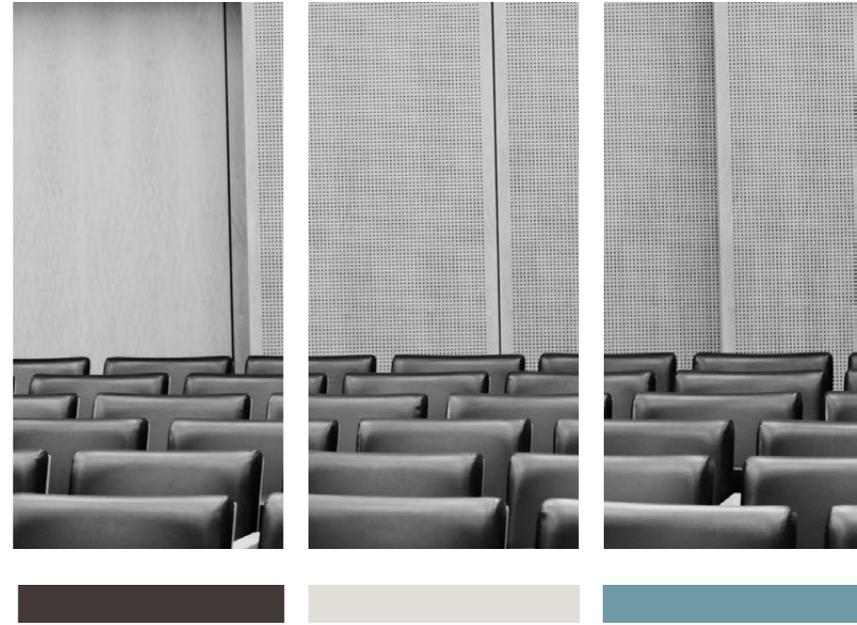
The Masterclass will help participants to:

- **Develop** a comprehensive understanding of pricing theory and practices relating to legal services
- **Understand** leading pricing practices within the professional service market
- **Conduct** a comprehensive assessment of the firm's pricing and integrate into a pricing strategy
- **Explore** various pricing strategies designed to increase profit margins and market share
- **Identify** methods of building your firm's pricing capability
- **Credibly demonstrate** value to clients and to increase price-setting discretion
- **Develop** their knowledge on how to successfully price matters while

exploring various pricing tactics designed to avoid competing on price

- **Review** different approaches to managing the pricing function and establishing pricing policies, and
- **Identify and prioritize** opportunities to improve your firm's pricing outcomes.

**Case studies** will be used to study how firms significantly improve outcomes.



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**Principal,**  
**LawVision Group and**  
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## TOPICS COVERED



- Understanding and using alternative fee arrangements
- Improving the pricing process and assessing your positioning
- An overview of contemporary pricing analysis tools
- Developing your organization's pricing competence
- Finding premium pricing opportunities
- When to loss lead
- Improving pricing conversations
- Understanding and communicating value
- Combating commoditization
- Practical approaches to segmenting clients to improving pricing outcomes
- Pricing strategies for price-sensitive and price insensitive markets
- Negotiating favorable pricing outcomes
- Dealing with procurement professionals, intermediaries and 3rd party influencers
- Dealing with client pressure to reduce costs
- Responding to pressure from clients for pricing innovation
- What to do when competitors price low, "buy" work or low ball
- Improving the creation and management of estimates
- Strategies for improving fee recovery
- Managing scope creep in ways that satisfy clients

## QUOTES FROM PAST ATTENDEES

*“I thought the pricing training was really first class – useful, appropriate, delivered by someone who actually knows what he is talking about. Concise and focused.”*

- “Colin is one of the best consultants I have had the pleasure to work with - his grasp of subject matter is second to none, his ability to convey his message is excellent, and he is deservedly recognized as one of the foremost experts in his field.”
- “High quality, pricing masterclasses for legal services are very hard to find anywhere in the world. Colin has provided real value by providing education that is cutting edge and highly relevant. Colin’s class is an excellent balance between sound theory and practical advice on how law firms can improve outcomes through better pricing practices.”
- “Great workshop. Very informative and practical.”
- “I’ve attended 12-15 pricing courses and conferences in the past 5 years and this was the most interesting and informative one yet. Bravo.”
- “Loved the session - I thought Colin was very knowledgeable and answered our (sometimes tricky) questions very well.”
- “Excellent session - one of the most (if not the most) valuable training sessions I have attended.”
- “A very useful workshop containing concrete and non-esoteric ways in which we can articulate value.”
- “Exceptional presentation. The manner in which Colin was able to impart knowledge using real life examples and in class exercises was refreshing. Well done!”
- “Great job Colin! You exceeded my expectations. I learned a lot of practical info that I’ll take back to my firm.”
- “Very practical, direct, insightful. Not vague, overly theoretical.”
- “The classes have been very helpful. The many facts and techniques presented have motivated me to re-assess many of the things I do day by day and our broader strategy. It has also given me greater confidence that a revitalized (better informed/planned) focus is now required and will be successful”
- “The best workshop I’ve ever participated in.”



*“Colin did a fantastic job of putting the theory and concepts into actual real life examples. It touched on big and small issues but drilled down on enough detail so that it was meaningful.”*

**Register today at**  
<http://conta.cc/1zx6ye1>

## REGISTRATION DETAILS

**Early Bird rate: \$2,850 (up to 8/31/15)**  
**Regular rate: \$3,150 (starting 9/01/15)**

### Cancellations & Refunds

Cancellations and refund requests must be made in writing via email to [ebooth@LawVisionGroup.com](mailto:ebooth@LawVisionGroup.com). No cancellations permitted within one week of the workshop. Seminars are held subject to enrollment. Dates, venue and program details are based on information available upon publication of the brochure, and may be subject to change. In the event of an attendee cancellation prior to two weeks before the start date, LawVision Group will make a full refund of any registration fees paid less a \$95 administration charge but assumes no liability for non-refundable transportation costs, hotel accommodations or additional costs incurred by registrants. Those wishing to cancel within two weeks of the program may request a deferral to a future program. No-shows are not eligible for refunds. If you are unable to attend, you may substitute another individual to fill your spot. Please email [ebooth@LawVisionGroup.com](mailto:ebooth@LawVisionGroup.com).

### Group Discounts

Please contact us to discuss group rates at 615-377-3128.

### Registration

To register on line, [click here](#).

### Disclaimer

LawVision Group has the right to refuse any registration at its own discretion.  
NO TAPE RECORDING PERMITTED

### Space is Limited!

This workshop is designed for Pricing Managers, Practice Group Leaders, Business Development Managers, Chief Financial Officers, Partners and others involved in pricing.

Take your pricing to the next level as we help you enhance your effectiveness in pricing your services.

### Confirmation

Registrations are guaranteed by receipt of payment. All registrants will receive email confirmation of registration. If you do not receive a confirmation, please contact [ebooth@LawVisionGroup.com](mailto:ebooth@LawVisionGroup.com)



### Registration includes:

**All workshop sessions**

**On-line program materials**

**Printed materials/handouts**

**Networking events as noted in the agenda**

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## WORKSHOP PRESENTED BY



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### LawVision Group

LawVision Group is internationally recognized for its ability to help law firms develop and implement practical solutions and enhanced business processes. We offer completely customized services that are bolstered by our strategic foundational knowledge of the legal profession.

Our services include: strategy and vision consulting, organizational infrastructure and governance, talent management and recruitment, mergers and acquisitions, client relationship management, practice and project management, crisis management and restructuring, business development and marketing, market intelligence, peer benchmarking and peer-to-peer roundtables and boardrooms.

[www.lawvisiongroup.com](http://www.lawvisiongroup.com)

### The LPM Institute

The LPM Institute was founded as an informational resource to law firms and legal departments on developing and implementing LPM in their organizations. The Institute offers legal project management and process improvement training courses, consulting and informational resources for LPM.

The Institute was founded by Susan Raridon Lambreth, a Principal with LawVision Group and a former Hildebrandt partner for 20 years. She and her colleagues developed the first certification course in project management for lawyers in 2010 and since then, over 5,000 lawyers have taken their one or two-day courses, including over 500 who have completed the certification.

[www.lpminstitute.net](http://www.lpminstitute.net)

