



CASE STUDY **EMPLOYMENT  
LAW**

## TESTIMONIAL

*“Lawyers are good at law, marketing we can do – we would, however, not spend the time on lead generation; it’s simply not a cost effective use of our time and not what we are trained to do.*

*Seven years ago we found Chartered Developments, each year measuring their fees in relation to wins and we have always come out on top and some years considerably so.*

*Their account management is responsive and proactive, interestingly our prospective clients like their calls and believe we are a dynamic practice because we do this well.*

*I would recommend Chartdev without hesitation.”*

Amanda Maylin, Partner, CWJ



**Clarkson Wright & Jakes Ltd**  
Solicitors and Notaries

Originally founded in 1875 and based in London, the law firm moved to Orpington, Kent in 1951. With its values rooted in a strong tradition of integrity and service, CWJ is a leading regional firm of Solicitors serving private individuals, businesses and organisations. With commercial clients ranging in size from sole traders to large public companies and other institutions such as schools, charities and medical practices.

# THE CHALLENGE

The partners at CWJ very active in the local area, and are keen on networking – however recognising that their expertise is in law rather than marketing - CWJ started to consider its options for outsourcing marketing & business development.

Areas of focus to outsource;



- Reigniting cold prospects
- Generating new business
- Ensuring attendees to events
- Making a difference in the local market

Understanding the value of their brand and reputation, the partners wanted to work with organisations that echoed the firm's values; as such, they chose to partner with Chartered Developments.

# THE SOLUTION



Create a profile of the target clients



Purchase databases or 'lists of targets'



Clean the data and build a prospect database



Constantly develop resonant messages



Start the calling campaign



Nurture over time

# THE RESULT

CWJ report that results have been excellent.

Having created a profile of the target client, a data list was purchased, cleaned and developed into a prospect database. This has subsequently been added to many times over the years.

The initial campaign specified 16 hours of calls a month, typically delivering 3-4 extremely well qualified meetings a month. These are

Every year the firm tally the fees won against their investment in Chartered Developments and always come out on top; some year's considerably so.

Hugely impressed with the work done over the course of five years or so, the client has asked Chartered Developments to supplement the original data with local chamber members, some sector focused prospects and of equal interest to the firm, ex or elapsed clients.

With rolling delivery of up to four well qualified meetings a month and continuing positive feedback from prospects, CWJ are committed to making Chartered Developments an intrinsic part of their ongoing marketing plans.



# PRESENT DAY



CWJ joined Chart Dev over 5 years ago, they are still a happy client.

With many campaigns completed and many more to come we are delighted to be working with CWJ and helping their business grow and generating them a consistent flow of well researched and qualified leads.



*"Plenty of prospects have said in meetings that they like the calls  
and it makes CWJ stand out from their competition."*

Amanda Maylin, Partner, CWJ

If you would like to know more about how Chartered Developments could help your firm overcome one of the biggest recent declines in the market, maintain current and future relationships, and to secure ongoing fees the please contact:

Shaun Headlam, Head of Employment Law  
at [shaun@chartdev.co.uk](mailto:shaun@chartdev.co.uk) or 01392 247200



8 Kew Court, Pynes Hill,  
Rydon Lane,  
Exeter EX2 5AZ



01392 247200



[shaun@chartdev.co.uk](mailto:shaun@chartdev.co.uk)

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