

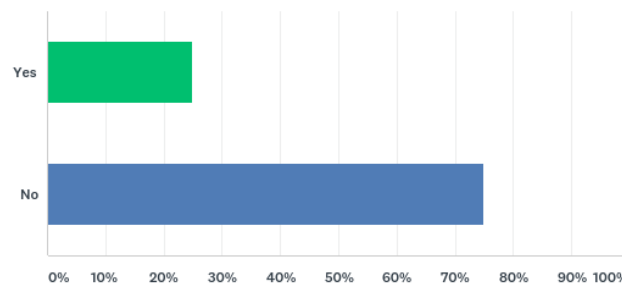
## CP Flash Survey Results - Proposals

Here's why we care about this data and why it will help you: Marketing, business development and proposal teams – and on large proposals, lawyer teams – spend hundreds or more hours each year writing and submitting proposals with the hope of winning new work / new clients. Based on the data from our last study, the win rate for law firm RFPs averages only 10-15%.

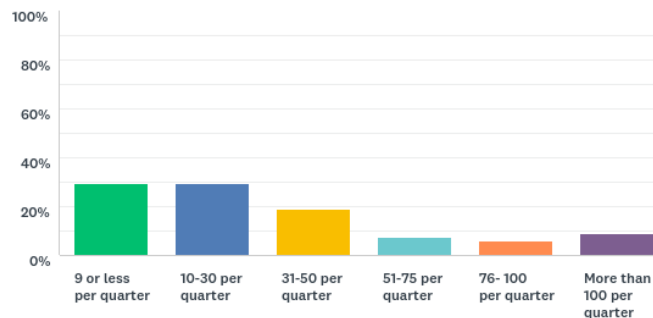
Our goal is to help our clients improve those numbers.

---

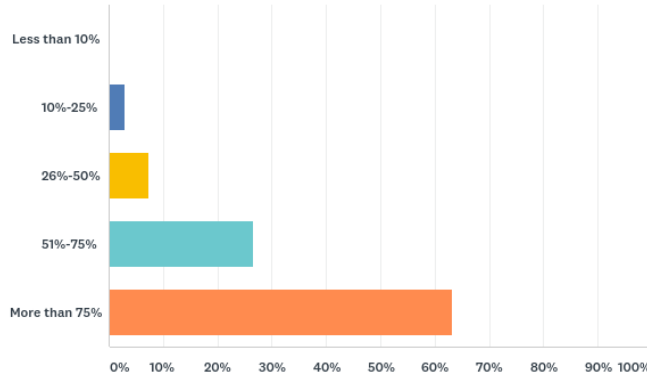
Q1 Does your firm have a proposal automation system?



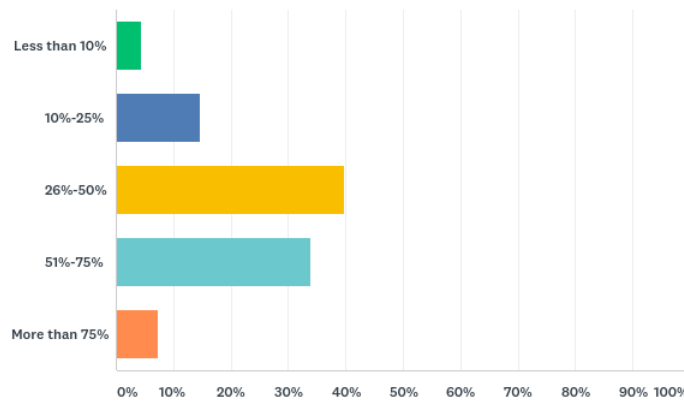
Q2 How many TOTAL formal and informal proposals, pitches, RFPs, RFIs and RFQs does your law firm typically receive per quarter?



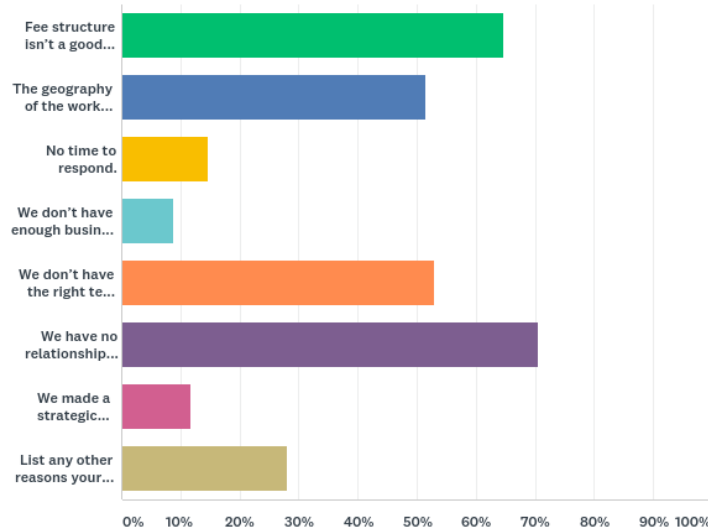
Q3 Of the total number of proposals, etc. that you receive, what percentage does your firm complete?



Q4 Of the total number of proposals, etc. completed, what percentage does your firm win?



Q5 Please check the top 3 reasons your firm does not respond to formal or informal pitches, proposals, RFPs, RFIs, and RFQs.

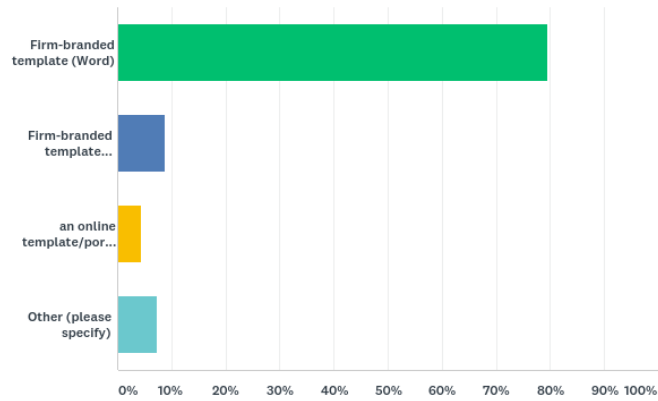


Q6: Please rank the type of proposals that are the most valuable to your firm in terms of how you evaluate the opportunity (1 being most valuable and 7 being least valuable).

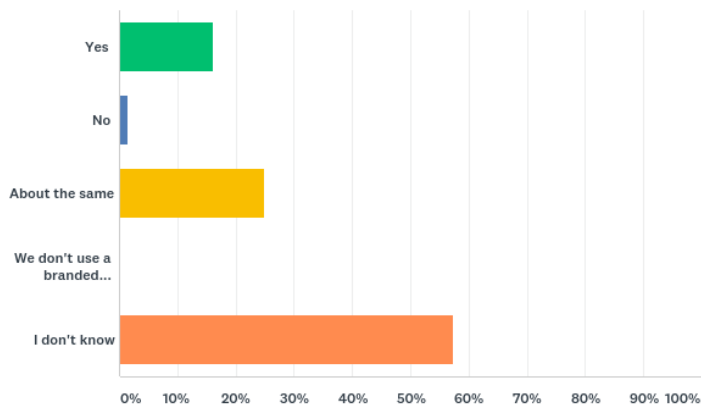
#### Average ranking

1. A proposal from an existing client for a large transaction or dispute
2. Convergence- an existing client seeking to reduce the number of outside firms it uses
3. Become a member firm on an existing panel of law firms
4. An informal request by a client or non-client for information about your services
5. A proposal from a non-client for a large transaction or dispute
6. Convergence- a non-client seeking to reduce the number of outside firms it uses
7. A solicitation by a company you deem important, but have no relationship with

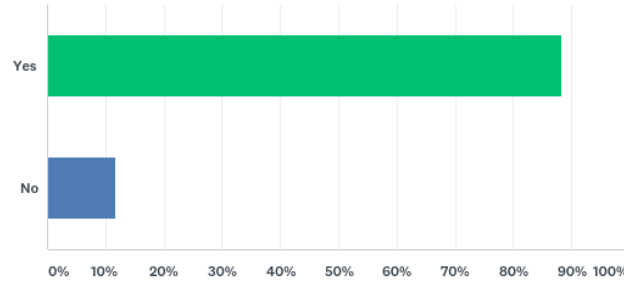
Q7 Which proposal format does your firm use most frequently?



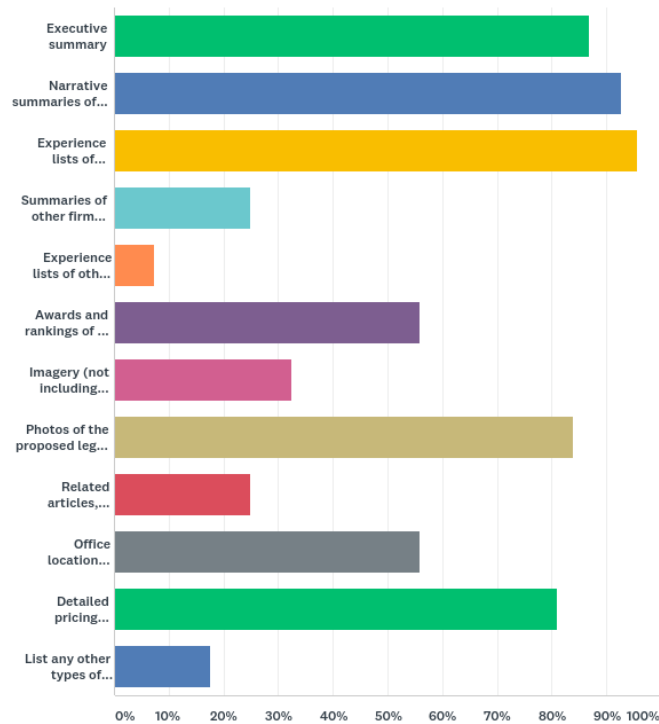
Q8 Is your win rate higher when you use your firm's branded template?



Q9 Does a formal planning meeting take place with marketing/business development/proposal team members and lawyers to design a winning strategy?



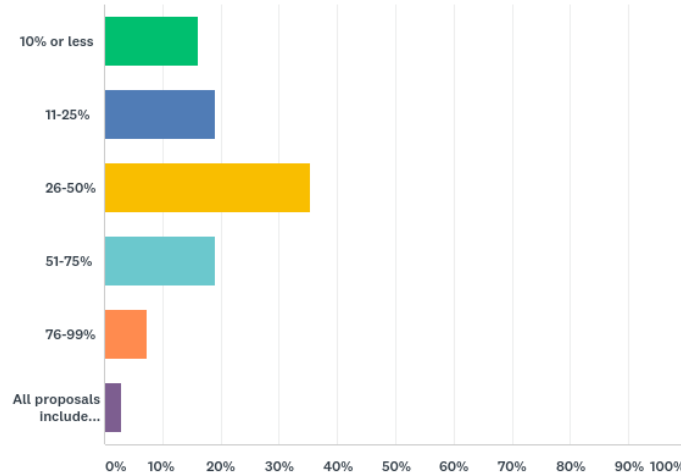
Q10 What content types does your firm typically include in a proposal, regardless of the focus of the services required by the requesting organization? Check all that apply.



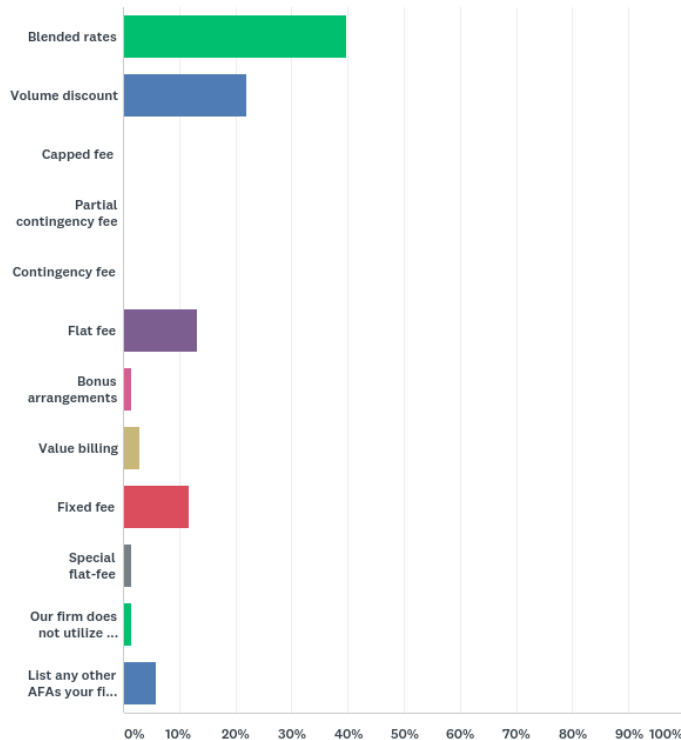
Q11: If the client's specific problem or opportunities are known, how often does your firm include specific solutions in a proposal?

Average 70% of the time

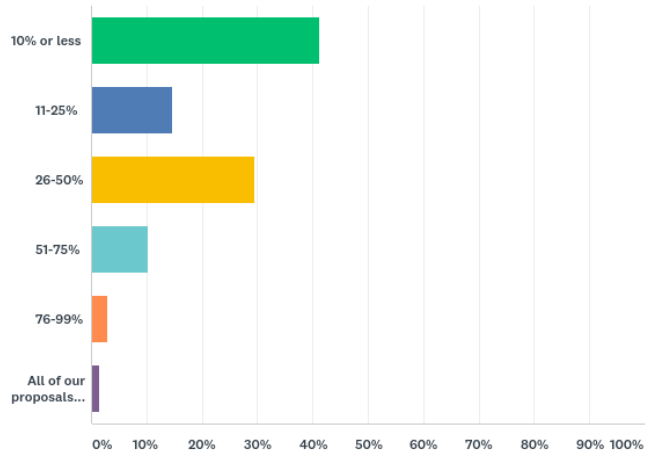
Q12 What percentage of your proposals include specific alternative fee arrangements? (Not counting general statements saying you are agreeable considering AFAs.)



Q13 What is the most common AFA utilized by your firm?



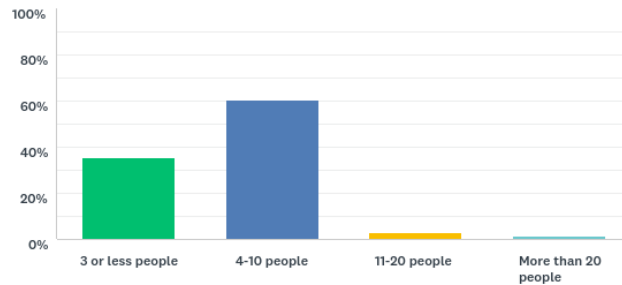
Q14 What percentage of your firm's proposals include specific engagement budgets?



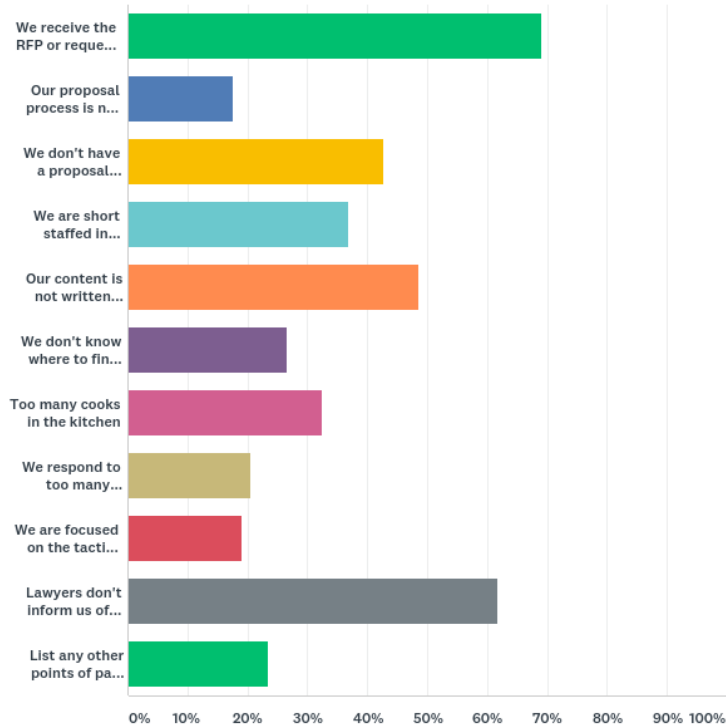
Q15: If permitted by the client, does your firm contact key client stakeholders prior to submitting your proposal?

Average 58% of the time

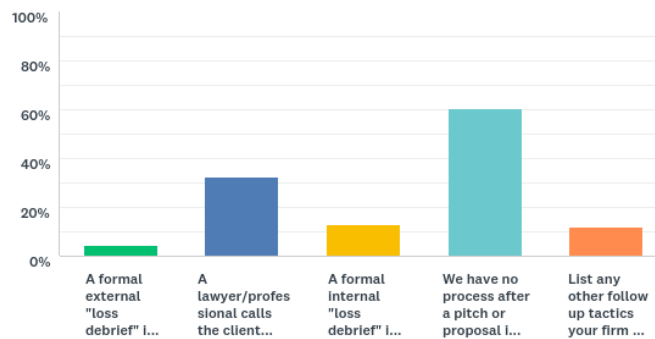
Q16 On average, how many people in your firm does a formal RFP response go through before it is finalized and submitted?



Q17 What is/are your firm's greatest points of pain when going through the proposal process?  
Check all that apply.

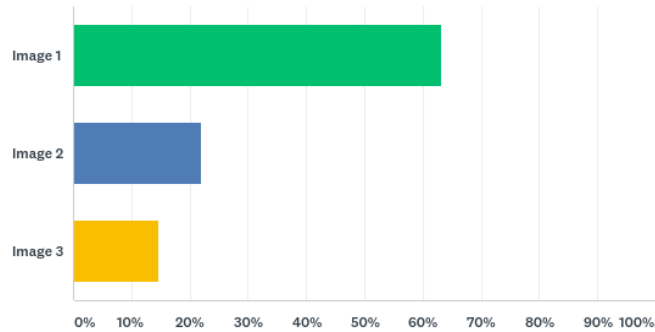


Q18 If your firm loses a formal pitch or proposal, what is the follow up process? Check all that apply.





### Q19 Which picture looks mostly like your template design?



### Q20 How many lawyers currently practice at your law firm?

