



Employment  
**Law.**

## Get Involved!

The UK's Employment Law Product Market Is Worth An Estimated **£500M** - Isn't It Time Your Firm Took Its Rightful Share?

### Stop Press!

Why Lay Consultancies Are Responsible for Bad Weather, Delayed Trains and the Credit Crunch\*

(\*OK, This May Not Be True)

### Read On and Discover:

- » What Our Comprehensive and Fully Updated Website Can Do for You
- » Why Praesidium Only Uses Real Lawyers Like YOU - Not HR Professionals or Paralegals
- » How to Make Your Firm's Good Reputation Work Even Harder
- » What Praesidium's Insurance Offers Your Firm (Think "Flexible Service" and "Outstanding Premiums")
- » How to Join Our Exclusive Network - and Start Billing Immediately

### Plus:

- » Ten Reasons Why Your Clients Will Want a Praesidium Package
- » Why Selling Praesidium Packages Couldn't Be Easier
- » Learn the Three Sales Secrets of Lay Consultancies Like Peninsula
- » It's Testimonial Time - Our Members and Their Clients Tell All
- » **Got Any Questions?**  
Check Out Our FAQs Contact Us Today:  
We're Always Happy to Talk Employment Law

# Welcome



## Why should my firm be interested in employment law packages?

OK then, here are the facts:

**£500M** - Estimated value of the UK employment law products market

**£14.3M** - Lay consultancy Peninsula's latest annual profits on revenues of **£64.9M**

Just imagine what profits like these would do for your law firm. Then ask yourself these three questions:

- » **Is my firm missing out on this lucrative and growing market?**
- » **Are my clients prime targets for lay consultancies?**
- » **Could my firm benefit from a proven - and profitable - turnkey employment law offering?**

If you answered “yes” to any of these questions, then talk to the Praesidium network of employment lawyers today.



# What do Praesidium do?

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Praesidium provides high-quality, commoditised packages of employment law services, written and regularly updated by specialist employment lawyers.

These packages allow our member law firms to protect their existing client base, and to effectively compete with lay consultancies for valuable new business.

## What can Praesidium do for my law firm?

Praesidium gives you an additional offering that fits seamlessly alongside your existing employment services. To help your firm start catching the opposition, Praesidium allows you to:

- » **Create a powerful easy-to-market employment law offering -**  
That combines the benefits of lay consultancy packages and more with your own legal expertise
- » **Attract new clients -**  
Praesidium packages are a proven tool for generating new business for members
- » **Improve your client retention -**  
Our annual subscription model guarantees you keep clients for at least 12 months
- » **Effectively cross-sell -**  
to your non-employment law clients
- » **Guarantee a steady monthly income -**  
You can pre-determine what clients will pay when you sign them up
- » **Set your own service levels -**  
Putting you in complete control
- » **Start selling immediately -**  
by giving you access to a ready made and fully updated Employment law website

# Making your good reputation work harder

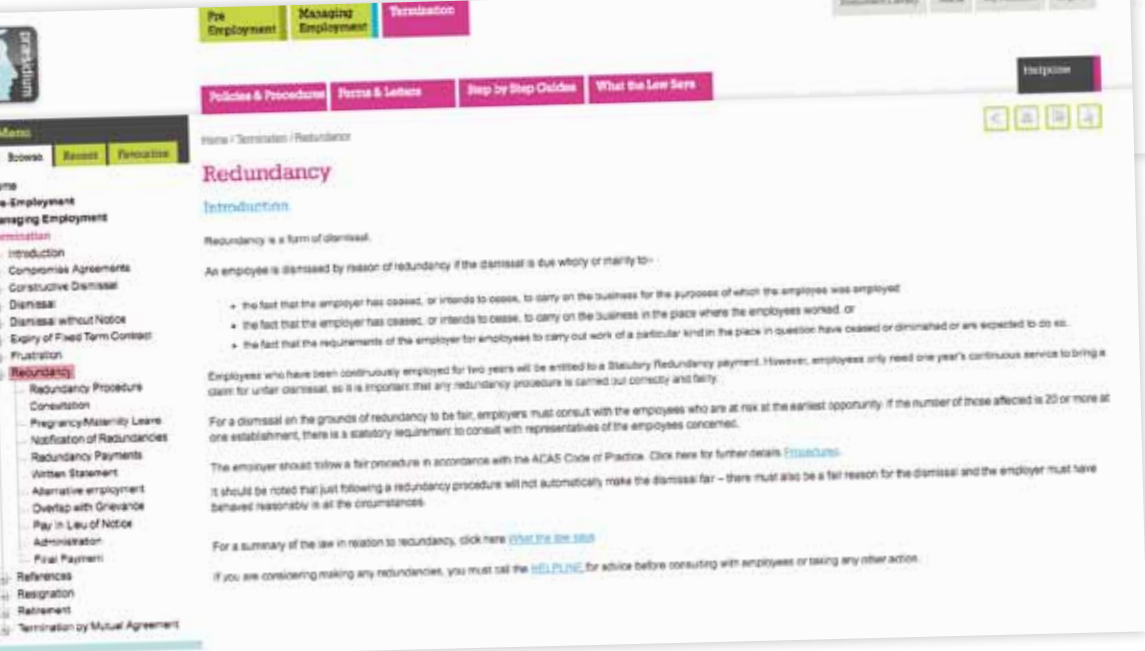
Established law firms have reputations that are the envy of lay consultancies. This is a real advantage when it comes to selling employment law packages. So to make your good reputation work even harder, Praesidium lets you differentiate yourself from lay consultancies in three crucial ways. These are: through the website; through the package delivery; and through the ongoing support your clients will get.

## 1. The comprehensive and fully updated Praesidium website

Praesidium offer your clients a comprehensive and fully updated employment law website, written entirely by specialist employment lawyers. This website deals with all your clients' day-to-day employment needs. Clients get access to over 170 downloadable documents, including:

- » Easy-to-use forms, templates and policies covering Equal Opportunities, Discipline, Grievance and many more important areas
- » Practical and up-to-date guidance notes on topics like Redundancy, Maternity, and Sick Pay
- » Full explanations of **“What the Law Says”** for each employment issue
- » Clear and concise employment law flowcharts

Your clients will appreciate that the whole manual is written in plain business English. After all, many businesses are understandably wary of confusing legal jargon - a fear that lay consultancies successfully play on.



## 2. The Praesidium package is delivered by a firm they trust (yours)

The Praesidium package is delivered to your clients by your firm, and under its own name. So your clients get introduced to the package by people they already trust, not an outside body. Praesidium simply supplies the format to deliver the package, the insurance cover, and of course the website.

## 3. Your clients get ongoing support from your own qualified employment lawyers

Compare this to the sales teams, HR professionals or paralegals clients would deal with at lay consultancies. This clear difference instantly builds trust in your offering, and is a major reason why clients buy these packages.

### What can Praesidium's insurance arrangements do for my firm?

Few insurance schemes with an underwriter will be able to offer a dedicated employment law website. But the insurance benefits of joining Praesidium don't stop there.

Praesidium packages include valuable protection for your clients. Insurance rates are kept extremely competitive, as insurance premiums across all firms are pooled together. This gives us significant buying power when it comes to negotiating rates.

The insurance component is collectively placed with Temple Legal Protection Ltd, a leading provider of legal expenses insurance that has underwritten Praesidium since our launch.

### Flexible insurance provider, outstanding premiums

Temple Legal Protection Ltd provides members with various cover options. The insurance cover is granted to all of the Praesidium firms under a coverholder agreement. This allows you to quote and issue documentation directly - saving time and inconvenience.

If you ever need special consideration of risks, our long-standing and strong relationship with Temple's underwriters ensures you get the flexibility you need. This relationship also means your clients will get outstanding premium rates - another compelling reason for them to buy Praesidium packages.

## An established, influential and successful network

Praesidium itself is an established, influential and successful network of currently seven reputable law firms. Formed in 1997, the Praesidium package has been providing an additional source of income for our members ever since.

We are now looking to extend the network.

Each member - including new members - has rights to distribute Praesidium products to their own clients and prospects. Our current members are: Brooke North LLP; Foot Anstey Solicitors; Thrings Solicitors; Bermans LLP; Wright, Johnston & Mackenzie LLP, and Blacks Solicitors LLP. As a member, your firm will be invited to attend our popular regular meetings and annual conference. This is where members share knowledge and intelligence on the market and the competition, together with a review of the latest and most effective marketing activities. In short, it helps us - and you - stay ahead of the game.

### Why our membership policy is different

Please note that only trusted and expert employment law firms are invited to join Praesidium. Why? Because our members promise that their clients will only ever get employment law advice from specialist employment lawyers. It's something we are very proud of - and it's what marks us out from the lay consultancies.

### Why is my firm being invited to join Praesidium?

Firstly, we think your firm is an ideal candidate, and would enjoy the many commercial opportunities Praesidium provides.

Secondly, because you joining helps existing members too. You see, to give us full national coverage we are looking for approximately six new members that fit our strict membership criteria.

And every time we expand, Praesidium members:

- » Get even stronger negotiating power when it comes to premium income
- » Benefit from even more valuable networking opportunities



## Want to check out the Praesidium website?

You can find it at  
[www.praesidiumemployment.co.uk](http://www.praesidiumemployment.co.uk)

And if you'd like a free 14 day access code for the website's client area, please email Steve Manton at:  
[steve.manton@mantonassociates.co.uk](mailto:steve.manton@mantonassociates.co.uk)

# 10 Reasons Why Your Clients Will Want a Praesidium Package

*Want to get your clients interested in buying a Praesidium package?*

Just point out that their business will get:

## 1. Full support on all their day-to-day employment issues -

From the completely updated Praesidium website. It's easy-to-use, written by legal experts and includes a downloadable library of documents and step-by-step guides

## 2. Excellent insurance protection -

Praesidium's policy provides indemnity against awards of compensation and legal fees up to £250,000 a claim and £1M a year

## 3. Expert legal advice they can rely on -

Unlike lay consultancies, Praesidium member firms have teams of fully qualified legal professionals. Clients will continue to benefit from your firm's superior expertise and experience, rather than putting their trust in non-lawyers

## 4. Specialist help when and where it's needed -

Clients can use the helpline to contact your firm, or check for information on the regularly updated website

## 5. Confidence and peace-of-mind -

from Praesidium's annually updated employment documentation. This reduces stress, and stops clients worrying about missing important employment law developments. Every client's fixed fee package includes a comprehensive annual review of their standard employment contract and company handbook, with redrafting where necessary.

## 6. All of their risks are looked after in one place -

Our market research shows that many clients are keen to outsource their problems to real lawyers. Praesidium does just that, in one secure and centralised location

## 7. Reputation protection -

The effects of Employment Tribunals can go way beyond the balance sheet. Your clients' reputations will be effectively protected from potentially fatal bad publicity

## 8. Effective handling of all disputes and Tribunals -

You can promise clients full Employment Tribunal representation by a qualified employment specialist from your firm. This is funded by the insurance cover, and avoids costly mistakes and damaging PR

## 9. Reduced management time and costs -

Your clients can plan ahead knowing they are protected and covered should they face an Employment Tribunal. This can help focus staff and maximise their productivity

## 10. Improved financial planning -

From fixed fees and guaranteed cover. Plus the premium can be paid in installments for extra flexibility

# Why Selling Praesidium Packages Couldn't Be Easier



Ever noticed that some lawyers really don't like salespeople? We have too. But it's pretty clear that modern sales techniques are helping lay consultancies to post record profits.

So we decided to tilt the balance back in the favour of law firms, by playing lay consultancies at their own game. Join Praesidium, and our ready-made sales process ensures that you can:

» **Start selling immediately -**

by letting you offer policies and the website directly to your clients

» **Speed up your sales activity -**

By giving you instant access to information and documentation. So you will be able to offer policies to prospects on the spot

» **Boost your sales figures -**

With easy-to-follow scripts for your phone calls and follow-ups

## The Three Sales Secrets You Need to Know

We decided to find out what lay consultancies like Peninsula were doing right - and see what lessons we could learn from them. So on the basis of this in-depth research, here are The Three Sales Secrets You Need to Know:

**1. Clear messages work -**

Many clients (especially SMEs) respond positively to simple and direct marketing targeted at their needs and wants

**2. "Less hassle" is a powerful promise -**

Clients are attracted to online, simple-to-use packages that promise to reduce red tape and avoid involving lawyers/courts

**3. You need the necessary skills and resources -**

Planning and managing effective sales campaigns is no easy task, and often exceeds the budget and in-house skill sets of many law firms

These observations form the basis of our own successful approach to selling Praesidium packages. To give your firm an even greater chance of success, you get access to Praesidium's own team of marketing experts - Manton Associates.

## Expert marketing support from Manton Associates

Manton Associates staff pioneered the development and sales of commoditised employment law package market. They also have considerable experience in providing marketing, PR and creative services to the legal sector.

As a Praesidium member, your firm will receive the following expert support from Manton Associates inclusive within your membership:

» **Specialist sales and marketing training**

» A set of attractive branded online and offline marketing materials

» **Practical SEO, social media and blogging guidance**

» Direct Mail letters - written by a professional Direct Mail copywriter

» **Monthly tailored Press Releases - from an experienced Public Relations Manager**

» Advice on selling at seminars (this has proved profitable for members)

» **Assistance with major prospect presentations**

» Access to a Sales and Marketing support line

» **Updates on the latest developments in legal marketing**

» Help with white labeling the website for schemes (at a nominal charge)

## It's Testimonial Time - Our Members and Their Clients Tell All

Here's what some of our members said about Praesidium. . .

*"Being part of the Praesidium network has helped my firm in many ways. As well as the additional revenue the packages generate, the support we've had from other members is exceptional. The quarterly meetings and annual conference are well worth attending. Being able to network and swap ideas with other members is very useful."*

*Nicky Benson, Partner Bermans LLP*

*"You have to look across all your clients but overall, I've made a profit every year. In other words, I've been able to bill for work I haven't done every year."*

*Elizabeth Pollock, Associate Brooke North LLP*

*"Law firms and salespeople aren't always a happy mix. But the sales and marketing support we get from Praesidium is superb. It's nice to feel we can compete on a level playing field with the big lay consultancies."*

*Kerrie Hunt Partner Thrings Solicitors*

And here's what some of our their clients said about their Praesidium packages. . .

*"I would recommend Praesidium to any UK business. Knowing that my company is totally covered under the latest employment law is a real weight off my shoulders. At last I can concentrate on my real job."*

*(A.B.)*

*"Thanks to Praesidium, me and my business partners know that we can resolve any employment issues quickly and without fuss. The 24/7 website and helpline mean we can get expert advice whenever we need it."*

*(D.H.)*

*"We've had to make a few redundancies to survive the recession. Fortunately Praesidium helped us through every stage of this tricky legal process. And it's a great boost to know we have the insurance in place should we ever face a tribunal."*

*(N.P.)*

*"Praesidium packages are a valuable extra part of my firm's employment law offering. My clients really appreciate that all their advice comes from real employment lawyers, and not from HR professionals or paralegals. I have no hesitation in recommending Praesidium membership to other law firms."*

*"Many of my clients are already using Praesidium packages. The Praesidium website in particular is a real draw."*

*Martin Stephen, Partner Wright Johnston & Mackenzie LLP*

# I've Got a Question...

Want to know more about Praesidium? Here is a selection of our most Frequently Asked Questions:

**Q** *How does Praesidium fit in with my existing services?*

**A** Praesidium is an extra tool for your offering, not a replacement for your existing services. It is a commoditised package that sits seamlessly alongside your current employment products, and goes out under your own firm's name.

**Q** *How much does Praesidium membership cost?*

**A** As a Praesidium member, your firm will pay an annual license fee of £2,000 which you can pay monthly if you prefer. This provides you with:

- » A full licence and access to the real time updated website – including your own firm's page and brand
- » Inclusion within the insurance coverholder agreement – enabling you to quote, accept risks and issue documentation
- » Availability of special insurance rates
- » Specialist help and advice with marketing

Your firm will also receive an information pack with all the necessary documentation to help you sell the service.

**Q** *What is the secret to selling Praesidium products successfully?*

**A** Choosing the right clients is a big factor. Praesidium is ideal for cautious clients who want everything done properly. Avoid clients who don't always follow procedures, because they won't benefit from the insurance indemnity.

**Q** *How can I avoid losing fee income?*

**A** **Price correctly.** Ensure Praesidium at least covers costs that the client has been billed in the past year, and is likely to be billed in the coming year, plus more for additional services. Clients tend to find the insurance premium good value, making the total cost attractive. So you shouldn't lose out.

**Q** *Is there a danger that some clients will over-use the service?*

**A** **Theoretically, yes.** But in practice any client who over-uses the service can be balanced by another client who under-uses it, making an overall profit. Had a bad year with a client? Simply increase the price they pay the next year. With Praesidium, you really do call the shots on pricing.

**Q** *When do you bill your fees on a Praesidium sale?*

**A** At the outset. It's good news for hitting targets, typically bringing you in **£3,000** or **£4,000** in the first month, and payments come in every month.

**Q** *Are Praesidium packages just for existing clients or can I go out and sell them?*

**A** Selling to existing clients is easier and less risky, as having an idea of the service they are likely to use makes pricing easier. As an added bonus it ties your clients in, and being renewable helps you build better relationships with your clients. Want advice on going out and selling? That's great - we can give you a hand with that too.

**Q** *Is there an upper or lower limit to the client's size?*

**A** **Not really.** A bigger client is likely to have more employment issues, but member firms report that often it's easier to sell to smaller/medium sized clients because they are more vulnerable to claims made against them.



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**Got any more questions?**

**Then please get in touch.**

You can find our details on the next page.



## Contact Us Today

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Are you interested in becoming a Praesidium member?  
Want to know more about what we can do for your firm?

Whatever your question, we are always happy to talk  
employment law. Just contact one of the following:

**Steve Manton**

Partner, Manton Associates  
(Scheme Mangers)

Telephone: 0845 519 5881

Email: [steve.manton@mantonassociates.co.uk](mailto:steve.manton@mantonassociates.co.uk)

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Partner, Bermans LLP

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