



This is your exclusive invitation to join the Praesidium network of employment firms.

The employment law products market is changing, and lay consultancies are successfully using modern sales techniques to win clients from established law practices. Praesidium gives you an opportunity to redress this balance, by providing high-quality, commoditised packages of employment law services, written and regularly updated by specialised employment lawyers.

The facts:

- £500M - Estimated value of the UK employment law products market
- £16.3M - Lay consultancy Peninsula's latest annual profits on revenues of £72.9M

Key benefits

- Praesidium supplies a turnkey solution for member firms
- The Praesidium package is an additional offering that fits seamlessly alongside your existing employment services
- Fully updated, online website that offers secure client access to ongoing employment law support and strongly differentiates you from your competitors
- The Praesidium package is delivered by you under your firm's own name to your clients – we simply supply the format to deliver it, the insurance cover, and of course the website

The Praesidium package includes valuable protection for your clients:

- 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
- Various cover options are available to members
- Insurance rates are kept extremely competitive as insurance premiums across all firms are pooled together, giving us significant buying power
- Ongoing support for clients is provided by your own qualified employment lawyers, not by the sales teams, HR professionals or paralegals clients would get from lay consultancies

Who we are

- Formed in 1997, the Praesidium product has been providing an additional source of income for our members ever since
- Our current members are: Brooke North LLP; Foot Anstey; Halliwells LLP; Thring Townsend Lee & Pembertons; Ward Hadaway; Bermans LLP; and Wright, Johnston & Mackenzie LLP.

The Praesidium network in action

- We are an established network of seven reputable firms providing support and sharing employment law knowledge
- Praesidium members attend quarterly meetings where we share knowledge and intelligence on the market and competition that helps us stay ahead of the game
- To ensure full national coverage we are looking for a maximum of six new members
- Each member - including new members - has exclusive rights to distribute Praesidium products in their own defined geographical area
- Expanding Praesidium gives our members even greater negotiating power when it comes to premium income



Lessons we've learned

Praesidium members recognise that salesmen and law firms aren't a natural mix. But that doesn't mean that the lessons we've learnt by studying them can't be used to grow the businesses of each of our members.



Why lay consultancies succeed at the expense of law firms:

- **Clear messages work** - Many clients (especially SMEs) respond positively to simple and direct marketing targeted at their needs and wants
- **Less hassle is a powerful promise** - Clients are attracted to online, easy-to-use packages that promise to reduce red tape and avoid involving lawyers/courts
- **Lay consultancies have the necessary initial resources** - Start-up hurdles of employment law packages are high, exceeding the budget and in-house skill sets of many law firms

We strongly believe that law firms shouldn't be losing clients to lay consultancies or missing out on the significant opportunities available in this market.

To stop this happening, Praesidium helps you:

- **Combine the benefits** of lay consultancy packages with your own legal expertise to create a powerful employment law offering that is easy to market
- **Positively differentiate** between your professional, regulated firm and non-qualified lay consultancies
- **Improve your client retention** - Our annual subscription model guarantees your client stays with you for a minimum of 12 months
- **Attract new clients** - Praesidium packages are a proven tool that generates new business for members
- **Guarantee a steady monthly income** - You can pre-determine what the client will pay when you sign them up

Praesidium's fully functional employment law website is a strong differentiating factor for you and your clients. You can see it at www.praesidiumemployment.co.uk.

Few insurance schemes with an underwriter will be able to offer a dedicated employment law website. Updated whenever changes are made to employment regulations, the Praesidium website provides employers with a user-friendly, expert and up-to-date management package including a downloadable library of documents and step-by-step guides.

Praesidium also offers you the following benefits:

- **Freedom to adapt the package to your own requirements** - You decide how the product is priced, and the level of service clients receive
- **Cross-selling opportunities** - Praesidium products are equally effective for selling to non-employment law clients
- **Pre-designed marketing literature and scheme documentation using your existing logo** - Helping sell the product and keeping your brand visible at all times

Praesidium's ready-made sales process ensures that:

- **Members can offer policies direct to their clients**
- **Information and documentation is instantly available** - Allowing members to offer policies to prospects on the spot, speeding up sales

Praesidium supplies a suggested sales process with scripts for phone calls and follow-ups that will drive your sales forward.

Member firms benefit from access to marketing and sales training from M Consulting, marketing experts in the legal industry, and pioneers in the origination and development of commoditised employment law packages.

Insurance and administration

Clients get outstanding premium rates from Temple Legal Protection. Our long-standing and strong relationship with Temple's underwriters ensures flexibility if certain policies need to be reviewed.

The insurance cover is granted to all of the Praesidium firms under a coverholder agreement, allowing you to quote and issue documentation directly.

Scheme Administration is provided by M Consulting, who have a long history in the development and marketing of legal and professional services, in particular commoditised services.



Why would my clients be interested in Praesidium?

- **The fully updated, online Praesidium website** - Offering secure client access to ongoing employment law support, it's easy-to-use, written by legal experts and includes a downloadable library of documents and step-by-step guides
- **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
- **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
- **Advice when and where it's needed** - Clients can use the helpline to contact your firm, or check for information on the regularly updated and easily navigable website

Praesidium's annually updated employment documentation stops clients worrying that they're missing out on changes in employment law that could negatively affect their businesses. Your client's fixed fee package includes a comprehensive annual review of their standard employment contract and company handbook, with redrafting where necessary.

When you offer a client a Praesidium package of employment law services, you're giving them the chance to:

- **Minimise risk in a single solution** - Market research shows that many clients are keen to outsource the problem to experts
- **Protect their reputations** - The effects of an employment tribunal can go way beyond the balance sheet. Praesidium clients are effectively protected by being given the most appropriate advice by true specialists in the field
- **Handle disputes and tribunals effectively** - Avoiding costly mistakes and damaging publicity. You can promise clients full representation at an Employment Tribunal by a fully qualified employment specialist from your firm, funded by the insurance cover

As well as this invaluable security and peace of mind, your clients will also benefit from:

- **Reduced management time and costs**
- **Improved financial planning** - From fixed fees and guaranteed cover

Each Praesidium package is tailored precisely to the size and needs of the client's own business. As a result, your client can plan in the knowledge that they are protected and covered in the event of an employment tribunal. In addition, the premium can be paid in instalments for extra flexibility.

Frequently Asked Questions

Q Can you give me three reasons why this package is a better idea for my firm than my current arrangements?

- 1 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
- 2 It ties your clients in, and being renewable helps you build better relationships with your clients
- 3 Praesidium lets you compete with the modern sales techniques of lay consultancies. Selling a packaged product like this is straightforward and comes with full instructions



Frequently Asked Questions cont...

- Q What is the secret in selling Praesidium products successfully?
- Q How can I avoid losing fee income?
- Q Is there a danger that some clients will over-use the service?
- Q When do you bill your fees on a Praesidium sale?
- Q Is Praesidium just for existing clients or can I go out and sell it?
- Q Is there an upper or lower limit to the client's size?

- A 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.
- 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.
- 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? Increase the price they pay the next year. A partner from one of the Praesidium firms explains:

"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."
- A At the outset. It's good news for hitting targets, typically bringing in £3,000 or £4,000 in the first month.
- 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. Selling at seminars has also proved a profitable activity for members.
- 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 clients because they are more vulnerable to claims made against them.

Becoming a Praesidium member

Membership of Praesidium is strictly by invitation only, so you can rest assured that you will be joining an exclusive network of respected, highly-regarded employment lawyers from reputable firms. Members pay an annual license fee of £2,000. This provides a full licence and access to the real time updated website, inclusion within the coverholder agreement, availability of special insurance rates and any help and advice on marketing. Your firm will also receive an information pack with all the necessary documentation to help you sell the service. All of our member firms attend quarterly meetings where market intelligence and strategy are discussed and shared.

Contact us

If you are interested in becoming a Praesidium member, or have any further questions about the benefits membership offers, please contact one of the following:

Name: Steve Manton, CEO
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Name: Nicky Benson, Partner
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Name: Martin Stephen, Partner
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For a 7 day access code for the Praesidium website, please email **Katie Rice** at katie.rice@mconsulting.co.uk

The website is available to look at now at www.praesidiumemployment.co.uk. A newly refreshed version with added functionality will be ready in January 2009 at the same web address.