



MSI collaboration: Effective client conversations



Independent legal & accounting firms

Interactive group discussion

An MSI member firm is meeting with a client for lunch to explain how MSI can handle a multi-disciplinary international matter and why MSI compares favourably over global firm with multiple offices.

- Each firm shares:
 - Differentiators – specialties, culture, structure
 - Practice specific expertise to handle the client’s needs
 - How they explain the benefits of MSI to clients/prospects
- Once completed, help summarise and prepare the primary contact for the client lunch meeting
 - Discuss best ways to communicate benefits of this team to potential client
 - Address practical questions such as conflicts, payments, point of contact
 - Include why MSI firms compare favourably to national, regional or international firms
- Output
 - 5 talking points to guide primary client contact for the lunch