THE CMO/CFO RELATIONSHIP: AN ADVERSARY OR YOUR GREATEST ALLY?

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EXAMPLES OF MEASUREMENT TOOLS Key Performance Indicators (KPIs)

FIRM INDIVIDUAL Profitability by Key client calls Client calls made Client Cross Selling New target Achievements clients added • Specific Target Cross selling Clients Added opportunities Specific closed **Industries Target** presentations Penetrated Papers Published KPI CLIENT(S) **BUSINESS New Client DEVELOPMENT** Growth CLEs/ Client BD/Marketing Presentations Spend Ratio Presentations Growth Among in collaboration **Key Clients** with clients Clients in RFP Analyses Practice Areas/ Client Survey Sectors/Industries Results and Attorneys per Follow Up Client

