



# Grow your revenue with Nexl.

Get the system you need to turn your relationships into revenue using the world's most advanced business development platform for lawyers.

*The benefits of using Nexl*



# Revenue acceleration for lawyers.

The legal market has changed. Law Firms now live in a competitive, data-driven business world – where any law firm can approach any client, anytime. In this competitive world, law firms can no longer work in silos and passively wait for clients to come to them. To stay competitive, lawyers and law firms must break down knowledge barriers, share resources and go from passive to active and collaborative business developers.

To help lawyers move from passive to active business development, Nexl has created the Revenue Acceleration Flywheel, a three-step system that allows a law firm to drive revenue using Sales Enablement, Strategic Client Management and Account-Based Marketing.



## This is how Nexl works.

Nexl automatically captures all of your lawyers' interactions. Any email sent or received and any meeting with clients, prospective clients or referral sources are automatically captured, analysed and turned into actionable insights to help you accelerate revenue growth.

### Capture Interactions



### Actionable Insights



Align Your Firm



Empower Business Development

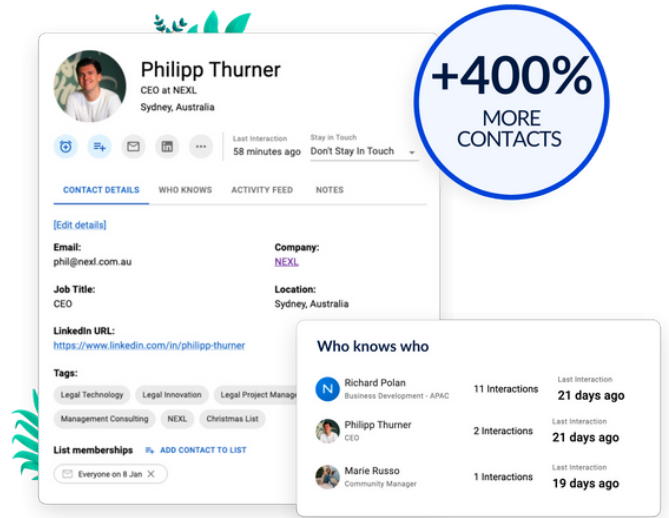


Grow Your Revenue

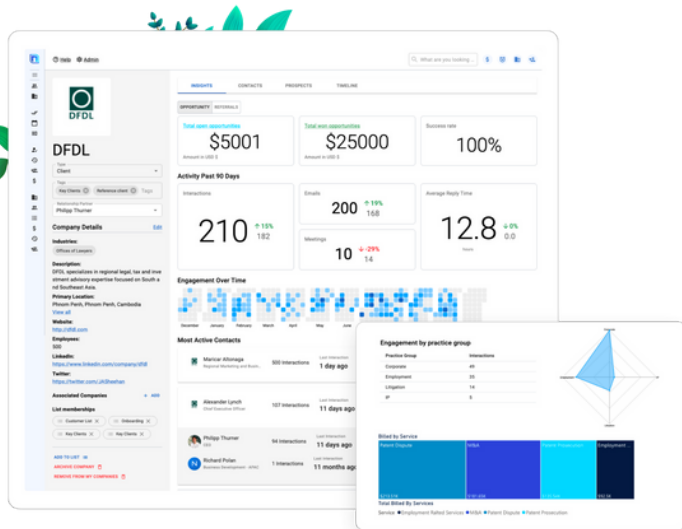
# This is why law firms love Nexl.

## Get access to your contacts without manual data entry.

Nexl integrates directly into your Office 365 or Google Workspaces to capture relationship insights based on email and calendar events. Combined with multi-level data enrichment and relationship mapping, Nexl is able to provide your lawyers and business development teams with the data they need to accelerate revenue growth.



*Passive data capture • Contact and Client Management • Tasks, notes and stay in touch reminders*



## Relationship insights that drive revenue growth.

Better understand the who knows who across your entire firm. In modern B2B business development, lawyers must understand the entire relationship history of prospective and existing clients. Nexl shows you the who knows who across your firm and gives you deep relationship insights to better leverage your firm's relationship to win more business – without the need of manual data entry.

*Relationship mapping • Strategic client insights • Practice group reporting • Financial intelligence*



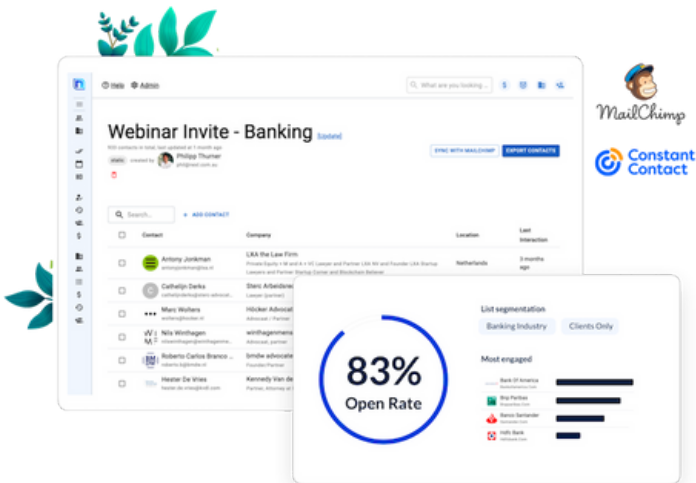
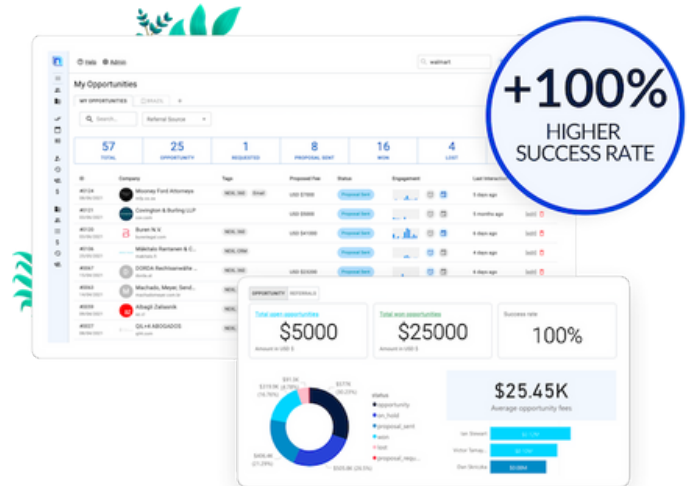
**Sharon Sakuwaha**  
Co-Managing Partner



In Nexl we found the efficiency and flexibility we carry in our culture and approach to client work. The Nexl CRM solution is an integral part of our growth strategy.

## Gain full visibility of our opportunity pipeline.

54% of lost client opportunities are due to the lack of following up. With Nexl, you will never forget to follow up again. Get detailed visibility of all your current client opportunities and get reminders when it's time to follow up to accelerate your pipeline velocity across your firm. Get a 360 view of your firm's client opportunities and predict your firm's future revenue.



## Increase client engagement with better marketing lists.

A key component of strategic account management is ongoing marketing engagement, scaled through marketing lists. Nexl allows your lawyers, BD and marketing team to build highly segmented marketing lists with a few simple clicks. Those lists can then be used by your marketing team to send highly personalized and relevant marketing messages to your client.



### Focus on the best opportunities

NEXL uncovers the prospects that matter most, with an emphasis on quality. Instead of casting a net, you set a hook.



### Delivers a client-centric experience

NEXL can help you serve content to key individuals when and where it has maximum impact so you can deliver a highly relevant, personalized experience.



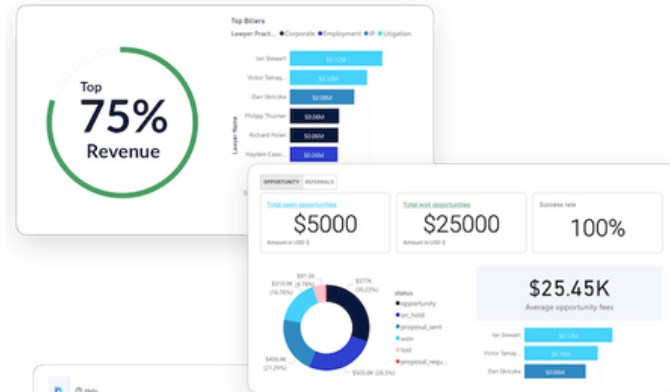
### Connect marketing to revenue

Perhaps most importantly, NEXL lets you track your efforts so you can see exactly how they're impacting revenue.

# The easiest way to align your lawyers.

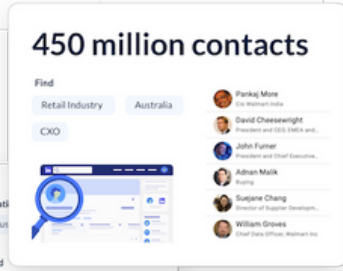
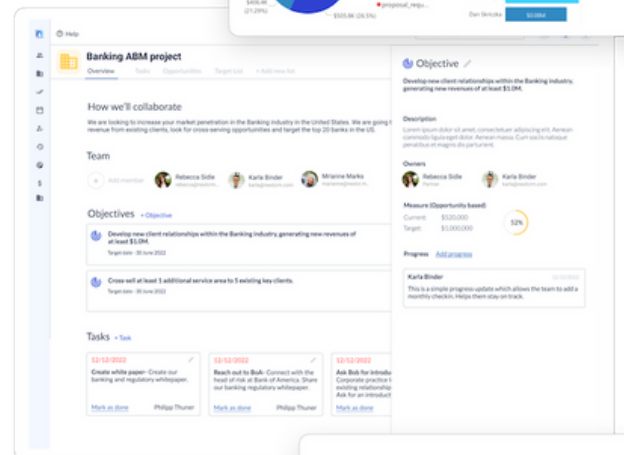
## Objective Tracking

Keep everyone across your firm aligned with your goals and stay focused on what matters most. Acquiring, retaining, and expanding client relationships in your key target markets.



## Collaboration Platform

Combine the power of customizable target and key client lists, opportunity tracking, client prospecting and automatic data capture in a powerful collaboration space easily accessible through Microsoft Teams to help you execute your firm's business development and growth strategy and turn your lawyers into smart collaboration champions.



## Key Client Programs and more

Retaining clients using strategic client programs requires firms to manage clean contact and client data to ensure lawyers and allied professional can managed client interactions, without friction.

