



Confessions of an Inhouse Counsel: How to Give Fee Quotes Like a Rainmaker and Win My Business: The Inside Client Scoop for Lawyers on the Art of the Fee Quote

Gabriel I. Gunderson

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If you are reading this, you must be a law firm partner (or an aspiring partner) who wants more business. Business from someone like me. I am an inhouse counsel in the legal department of a Fortune 100 company. And yes, I am critical in my company's decisions on law firm appointments. Most of the time, I have the unilateral authority to appoint the law firm. Other times, even when I don't have that affirmative power to appoint, I most always have the unilateral power to veto a law firm, or even a particular lawyer at a law firm. This is not me being arrogant or drunk with power. It's just part of my job description. My job is to manage the legal risk of my company, and the primary way I do that is by selecting the appropriate outside counsel for a particular matter. The way I select outside counsel and appoint them is through fee quotes. This book is on how to help you with fee quotes. In this book, I will teach you the top dos and don'ts in giving out fee quotes, and give you case studies on what other successful quotes looked like. The fee quote is more of an art than a science. It depends on what the situation is and how you need to adjust and react to it individually. If you have pitched me already and I am reaching out to you for fee quotes, then you've already won half the battle. But only half. The other half is to give out the actual fee quote that will win you the appointment. Then shampoo, rinse, repeat. That is exactly what rainmakers do. There is no reason why you can't do the same thing. Also in this book are case studies on partners who have succeeded and other who partners have failed in real-life scenarios. Have you ever thought to yourself, "How come I never win the beauty parade?" or "I have no idea what fee quote will win this deal". If you're repeatedly giving out fee quotes but not getting appointed, then something is wrong. Do you feel like you're always the bridesmaid and not the bride? If so, I will help unmask the answers to those questions and many more. I write this book as a first person narrative because this is my perspective, my experience and my advice to you.

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WRONG WAY TO DRAFT YOUR FEE QUOTE.

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