



Switching Perspective from 'Us' to 'You'

doeLEGAL provides enterprise legal management and e-discovery solutions to legal departments and law firms to manage legal operations and support litigation with the most up-to-date, insightful data that informs their teams.

Its ASCENT® enterprise legal management software improves corporate legal department performance by as much as 65% while reducing legal spend. Its doeDISCOVERY™ litigation support and e-discovery managed services result in faster processing and more accurate results, saving litigation teams up to 50% in overall costs.

doeLEGAL's marketing director, Scott Miller, had helped establish a stronger market presence and bolster the company's website, product demos and training materials, which led to unseating the competition.

But the executive leadership, including Tom Russo, President & CEO, Bruce Kuennen, Sales Director, and Scott Miller, decided to go a step further by aligning sales and marketing with the ValueSelling Framework methodology. ValueSelling helped doeLEGAL move forward with a unified—and ultimately more valuable—customer experience. The unifying messaging strategy involved:

- **Target buyer personas:** Ideal buyer personas articulate the business issues each representative group faces. Instead of 'speeds and feeds,' the sales and marketing teams now tailor conversations and marketing messages based on the specific problems a persona faces that doeLEGAL can uniquely solve.

"We've worked with a number of consultants over the years, and we've never had as collaborative an experience. Other consultants come in with formulaic ideas, but ValueSelling Associates practices what they preach."

Tom Russo, President & CEO, doeLEGAL

Executive Summary

doeLEGAL is celebrating its 50th year in business and has been steadily growing the company using conventional marketing techniques. When the team sought to accelerate growth, doeLEGAL marketing began implementing higher-performing inbound campaigns to drive more leads and support the sales effort to win against the competition and unseat incumbents.

By using the ValueSelling Framework® for more precision in value-based messaging, doeLEGAL has realized:

- 3x increase in RFP wins
- 300% increase in demo requests
- 100% increase in website engagement via campaign email calls to action (CTAs)

- **Customer-focused point-of-view:** doeLEGAL turned its point-of-view 180 degrees. Instead of talking about ‘we, our and us,’ the company made the sales conversations and marketing materials about ‘you and yours.’
- **Tagline:** The doeLEGAL team distilled its two-page summary into one powerful tagline: “Smart data, intelligently delivered.” The tagline was broad enough to encompass all that doeLEGAL offered and strong enough to serve as a consistent messaging thread woven throughout the website, sales and marketing content, and email campaigns.
- **Brand messaging and positioning strategy:** To maintain consistency throughout its marketing efforts, Scott and his team created a guidebook that documents the doeLEGAL messaging and positioning strategy, brand architecture, and brand personality, including tone of voice.



“Our competition offers demos and provides sandboxes, telling prospects, ‘Do what you can with this software.’ doeLEGAL finds out how our prospects actually handle their tasks and then configures the software and services to support and optimize the way they work.”

Scott Miller, Marketing Director, doeLEGAL

“Collectively, we have greater confidence as we approach the market. We dig deeper into a client’s problems and determine how we can best solve them. We’re pursuing opportunities that we’re the strongest at, and this differentiates us from the competition.”

Tom Russo, President & CEO, doeLEGAL

Generating More Qualified Leads

The new marketing campaigns drove a substantial increase in the number of prospects reaching out to doeLEGAL through its website. But now instead of immediately scheduling a demo, Bruce and his sales team take a more strategic approach and begin a higher-level discussion based on their new marketing and sales messages to determine whether there’s a problem that they can solve. If there is, rather than showing all the bells and whistles of the ASCENT® application, they feature the specific, differentiated elements of the solution that solve the prospect’s problems. This new sales process has increased doeLEGAL’s win rate and improved the effectiveness of its demos.

In addition, the sales and marketing team has reduced the amount of time spent responding to RFPs. Today, they use a more stringent qualification process based on the ValueSelling Qualified Prospect Formula™ to determine ‘go/no-go’ and, as a result, have decreased the number of RFPs to which they respond while also increasing their win rate. Proving once again that aligning sales and marketing drives results.



ValueSelling Associates, Inc.
 16236 San Dieguito Road, Ste 2-24
 P.O. Box 8364, Rancho Santa Fe, CA 92067
 Toll-free: +1 800 559 6419
 Office: +1 858 759 3565

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