

# Become a Value-Building Client Partner

IBISWorld's 400+ Canadian industry profiles help attorneys position themselves as value-building partners by understanding the business issues their clients face.

**Win New Business****Build Value****Retain Clients**

## How IBISWorld Canada helps law firms

**Deliver Stronger Client Pitches**

Provide partners with industry research that strengthens presentations and pitches

**Establish Credibility with Clients**

Educate attorneys before engagements so they quickly understand the industries in which their clients operate

**Become a Value-Building Partner**

Strengthen the insight of attorneys and keep them abreast of industry changes relevant to clients

**Rely on Unbiased Advice**

Give associates independent industry benchmarks to compare against investment banking marketing literature

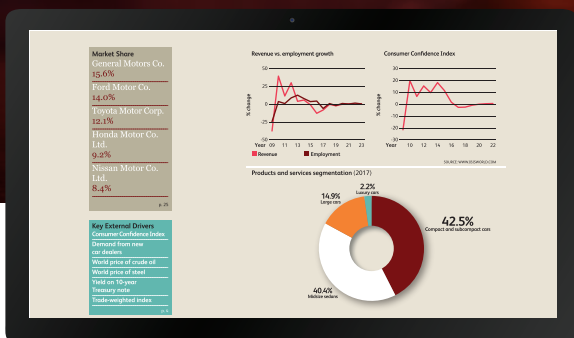
**Identify Client Risks**

Proactively diagnose the industry threats and challenges facing clients

**Bolster Practice Marketing**

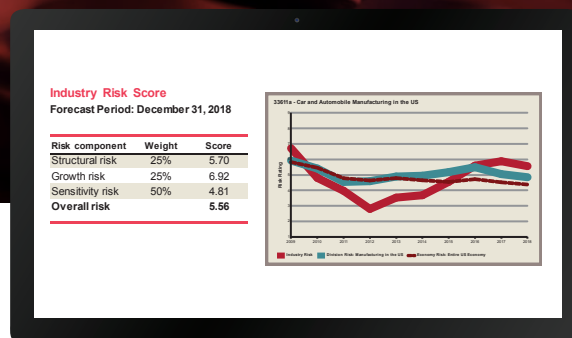
Create buyer-focused messages and infuse marketing content with industry trends that resonate with clients

# IBISWorld Offers a Suite of Tools and Resources that Help Law Firms Win and Retain Clients



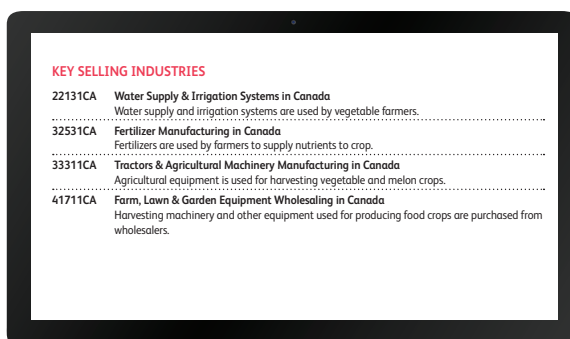
## Meeting Prep Sheets

Deliver stronger client pitches using iExpert Summaries, which condense industry trends into five pages of easy-to-digest graphics and tables plus key questions to ask prospects. Save time by gaining insight about an industry with minimal research time.



## Forward-Looking Industry Risk Scores

Proactively identify the key threats and challenges affecting client industries using IBISWorld's Industry Risk Scores. IBISWorld distills the nonfinancial risks of doing business in an industry to help clients mitigate strategic market risks.



## Industry Prospecting Tool

Search IBISWorld's database with the Data Wizard to uncover industries that require your services based on regulatory trends, forecasts and financial benchmarks.



Recognized as a trusted independent source of industry research, IBISWorld offers a comprehensive database of unique information and analysis on 400+ Canadian industries. With an extensive online portfolio valued for its depth and scope, the company equips clients with the insight necessary to make better business decisions while saving time and money. IBISWorld Industry Research serves a wide range of academic, business, professional service and government organizations from its US Headquarters in New York City.