



STEVE BELL

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[VCARD](#) | [LINKEDIN](#)

Steve helps professional services firms generate profitable new revenue by expanding existing client relationships and acquiring new clients. He supports firms as they develop practical client-development strategies. And, he helps firms improve marketing and sales functions such as positioning and branding, communications, new media, competitive research, CRM, direct sales, sales training and coaching, and more. He has led client development teams comprised of 35+ professionals.

A veteran of marketing at top accounting and law firms, Steve is best known as a pioneer of direct sales. During his career, he has been on pursuit teams with lawyers, in addition to individually pursuing and landing new major clients. He built the profession's first non-lawyer sales team and innovated many of the sales practices now in use by law firms everywhere. A longtime leader of the Marketing and Business Development Committee of Lex Mundi, he has advised global and local law firms worldwide on marketing and selling. He frequently speaks at gatherings of law firm partners, marketers and sales professionals, and he is co-author of the recently released book, "SAM-Legal: Turning Key Clients into Strategic Accounts".

FUNCTION & SPECIALIZATION

- Marketing and sales diagnostics
- Process design and optimization
- Training and coaching for firm leaders, lawyers, and professional staff
- Interim CMBDO assignments

REPRESENTATIVE CLIENTS & PAST EXPERIENCES

- Price Waterhouse
- Grant Thornton
- Womble Carlyle

EDUCATION, LICENSES & CERTIFICATIONS

- B.A., University of Missouri
- Certified Gallup Strengths Coach
- Certified Miller-Heiman Strategic Selling
- Conceptual Selling, Large Account Management Program (LAMP)
- International Association of Business Communicators' Gold Quill Award Winner
- Legal Marketing Association, Multiple "Your Honor" Awards for Law Firm Marketing & Sales

PROFESSIONAL ASSOCIATIONS & COMMUNITY ORGANIZATIONS

- Centreville United Methodist Church: Chair, Human Resources Council
- Former Vice Chair-Americas, Marketing & Business Development Committee, Lex Mundi
- Legal Marketing Association
- Legal Sales & Service Organization