

# LAW FIRMS TOP USES FOR PLUNKETT RESEARCH ONLINE

Access to [PlunkettResearchOnline.com](http://PlunkettResearchOnline.com) is like having your own, in-house research department!

- Support for your marketing and business development
- Support your staff within industry-specific practices
- Create custom executive summaries, reports, company prospect profiles and statistics for specific industries in seconds using our exclusive Build-A-Report<sup>SM</sup> tool.
- Quickly research trends, technologies and the business environment within specific industries.
- Analyze leading companies and executives within specific industries

## 1 Industry-Specific Analysis, Research and Competitive Intelligence

**EXAMPLE:** A library staff member has been asked for specific industry data in wireless communications.

**ACTION PLAN:** Go to the Wireless Industry Research Center at Plunkett Research. Find the information that has been requested: **a)** the number of cellular subscribers in the U.S. **b)** a list of the leading cellular service providers (with revenues and CEOs' names), **c)** a list of the leading wireless industry associations, and **d)** a table comparing the speeds of various wireless technologies including Wi-Fi, WiMax, GSM and CDMA. Using Plunkett Research Online, the data can be created and exported—in less than five minutes.

**TIP:** Plunkett Research tools enable the researcher to find data, copy it, and export needed data into a unique report, email or PDF.

## 2 Business Development / Sales Planning and Support

**EXAMPLE:** The marketing team decides to look into the growth potential of a cutting-edge industry: Alternative and Renewable Energy.

**ACTION PLAN:** Go to the Alternative Energy Research Center on Plunkett Research. Use the Build-A-Report tool to create a custom report in a few minutes that includes: **a)** a summary discussion of the alternative and renewable energy sector, **b)** discussions of wind, solar, hydroelectric and biomass power, **c)** an overview of fuel cell technologies, and **d)** a statistical breakdown of renewable energy consumption within the U.S. The entire report will be written in language that is easy for non-technical people to understand. As an additional option, the report can include a very useful list of industry-specific terms from Plunkett's glossary database.

**TIP:** A law firm's partners and staff will be able to research and fully understand the trends, growth opportunities, technologies and challenges of vital industry sectors – this knowledge will enable the firm's attorneys to be fully up-to-date on industry trends during those all-important first meetings with potential clients.

## 3 Business Development / Sales Prospecting

**EXAMPLE:** A law firm's business development leader has an urgent need for a list of the leading health product manufacturers within a neighboring state.

**ACTION PLAN:** Using a few simple criteria within Plunkett Research Online's Health Care Research Center, you export a spreadsheet containing a list of major health product firms headquartered in that state, including company name, address, phone number, executive names with titles, revenues and business sector. Using tools within Plunkett Research, you can save the file, or email it directly to the party who needs it.

**TIP:** Plunkett's database provides fully searchable access to complete profiles of thousands of the most important companies and tens of thousands of executive contacts.

## 4 Training & Education

**EXAMPLE:** A law firm's leading partner in the Intellectual Property section has a new paralegal. The partner wants the paralegal to become conversant with trends and terms in the following industries by next week: Biotech, Nanotech, Telecommunications and Chemicals.

**ACTION PLAN:** Using Plunkett Research Online, the paralegal is able to quickly access vital information about the selected industries. She starts by watching the 5-minute video introduction to each industry. Then, she studies the industry overviews and makes notes about key trends and leading companies. The paralegal will be able to return to Plunkett Research Online at any time to utilize the industry-specific glossaries and database of industry associations and government agencies for further assistance.

**TIP:** Plunkett Research is the best possible industry information tool for use in training situations—whether educating new personnel or creating a seminar for partners.



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Our Market Research = Your Smart Decisions