

ELEVARE EDGE: WEEKLY TIP

**Stop treating
submissions like
dreaded homework**

Why your "admin" burden is
actually your biggest BD
opportunity of the year.



GCs don't have time to guess

In-house counsel use directories for:



Initial shortlisting (The "Trusted Source" filter).



Validation (Confirming they made the "safe" choice).

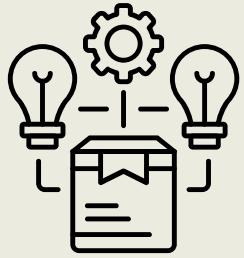


Cross-border search (Finding vetted counsel in new jurisdictions).

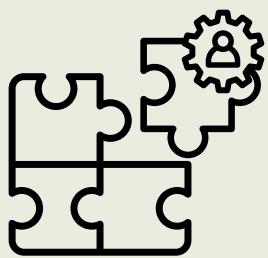


The ROI is in the process not the ranking

Preparing a submission is a
"Practice Audit."
It forces you to identify:



Your true market
differentiators



The gaps in your "credential
lists"



Which **lawyers** are actually carrying
the weight.



Use the "Referee" play

The submission gives you a non-sales reason to contact your best clients.



"We'd love to include you as a referee."

It shows you **value their status** and **keeps you top-of-mind**.



See what the market sees

Don't just look at your rankings.

Look at why your competitors are in Band/Tier 1.

What "work highlights" are they showing that you aren't?



Perception is Reality

Don't just look at your rankings.

In many Asian markets, a ranking is a **prerequisite for tender invitations.**

If you aren't visible, you don't exist for the biggest mandates.



3 Ways to Win This Cycle



1

Be Selective: Better to have one top band/tier ranking than five band/tier 4s



2

Deepen the Narrative: Focus on the impact of the work, not just the value of the deal.



3

Leverage the Win: Once ranked, use those testimonials in every pitch deck and RFP



Don't just submit. Strategise.

Elevare Asia helps firms turn administrative burdens into business development wins.



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