Pitch Guide

Convince your team to switch to Lawtrades

Yes—Lawtrades is a modernized tech-friendly, data-driven solution to scale your legal team, and moon rocket your biz. But, you need +1s to move forward. Here's how to help everyone on your team see its superpower.

How to Pitch Lawtrades to Executives

Primary objection: Why change? Our in-house team and existing external legal counsels are "good enough."

While your legal team's current set-up may seem adequate in fire-drill moments, the inability to scale and run with your business leads to both missed opportunities and legal scapegoating. If you dig into your unread emails, delayed legal requests, compliance deadlines, and confusing piecemeal legal tackling, you will likely uncover deep inefficiencies.

The problem with "good enough" legal solutions

Most companies rely on a mix of in-house teams and ad hoc external counsel, resulting in:

- Resource bottlenecks
- High-law firm mark ups
- Lack of agility
- High spend
- Lack of data-driven decisioning
- Various mediums for discussion, data repository, and decision-making (email vs. Slack vs. Teams, etc.)

Business impact

- Siloed decisionmaking
- Missed opportunities for offense
- Elevated risk exposure
- Employee burnout and retention

The Lawtrades difference

When customers switch to Lawtrades, they get:

- On-demand access to tech-experienced talent
- A single, data-driven dashboard for all Lawtrades team members, external contractors, auditors, and outside counsel
- Scalable legal operations
- Cost-effective

The question isn't about how much Lawtrades will improve your legal department and legal ops—it's removing the time suck, bottlenecks, and cost-waste, while getting your executive team and legal departments in sync.

How to Pitch Lawtrades to Legal Teams

Primary objection: Integrating a new team member disrupts our existing workflows and creates unnecessary complexity.

Lawtrades will simplify your legal team's multifaceted workflows and disparate legal tasks, into a single, data-driven platform.

Your legal leaders may be hesitant to make the switch, but upgrading to Lawtrades provides an ability to spotlight and push what matters—helping your business scale.

Now, Lawtrades has introduced BYOT (Bring your Own Talent) feature to allow you to add / consolidate all your contractors or outside counsel into a single platform and dashboard—giving you a single source of truth for:

1. spend analytics,
2. efficiency metrics,
3. invoicing, and
4. payments

Consequences of "existing" legal workflows

- Overburdened General Counsel, bogged by administrative actions that take away from "real" legal work
- Inconsistent access to legal team members and varying timelines
- Frustration from fragmentation

Business impact

- Delayed deliverables
- Missed business opportunities
- Inefficient communication
- High legal cost

The Lawtrades difference

When customers switch to Lawtrades, we see:

- Experienced, high-level candidate intros within one hour of creating position
- Scale capacity instantly
- Organized Legal Ops via a single, data-driven dashboard for all legal work
- Compatibility with your current communication mediums and workflows

How to Pitch Lawtrades to Procurement

Primary Objection: Why add another vendor to manage?

Teams are currently using a hodgepodge of resources including outside counsel, freelancers, contractors, or legal staffing agencies, leading to silos, inconsistencies, and ultimately—confusion and high-costs.

Consequences of multiple vendors

- Inconsistent service quality
- Reduced visibility and control of tasks and associated contracts
- Inconsistent costs
- Numerous mediums for legal work output

Business impact

- Operational inefficiency
- Decisions slowed down
- High-cost outcomes
- Inability to scale quickly with one voice

The Lawtrades difference

When customers switch to Lawtrades, they experience:

- 40-60% savings compared to traditional flexible talent agencies
- Faster turnarounds for on-point work-product that consider business goals
- Simplified vendor management, with a data-driven dashboard
- Lower costs, and reduced hiring risks

How to Pitch Lawtrades to HR

Primary Objection: Adding a platform for flexible legal talent might complicate compliance with our HR policies—why introduce another layer?

Consequences managing flex talent

- Compliance overload
- Varied contract terms
- Task organization and spend

Business impact

- Risk of non-compliance
- Bottlenecks in scaling
- Varied outputs that prevent "one voice" for brand and leadership

The Lawtrades difference

With the switch to Lawtrades, you get:

- Curated network of legal professionals, each rigorously vetted for excellence
- Support from the initial matching process to the transition to full-time employment
- Single point of contact for HR
- Data-driven dashboard to analyze, track, and govern spend

How to Pitch Lawtrades to Finance

Primary Objection: Why should we adopt a platform that might increase the legal budget? (Hint: It will actually help the legal budget, and more).

The hidden cost of multiplicity

- Unpredictable legal expenses
- Disjointed workflows
- Middleman costs
- Lack of transparency in task status, scope creep, and cost(s)

Business impact

- Missed cost-savings
- Lower productivity
- Missed ROI from innovative investments, and ability to track with the economic climate

The Lawtrades difference

- Highly-competitive flexible talent rates, with the ability to increase or decrease headcount/spend, on an agile project level
- Exceptional talent for a fraction of the cost of law firms
- Predictable spending dashboard for cost management
- One-point of contact for all flexible talent

How to Pitch Lawtrades to IT & Security

Primary Objection: Won't adding another platform for legal services introduce more risk and compliance challenges?

The "real" risks

- Data silos, unprotected by corporate safeguards
- Breach risk
- Compliance risk

Business impact

- Increased vulnerability
- Compliance gaps without centralized oversight

The Lawtrades difference

With the switch to Lawtrades, you get:

- Enterprise-grade security
- Centralized legal ops
- Compliance alignment

Additional Resources

→ Instruction Manual	Learn how to switch over to Lawtrades effectively.
→ Make the Right Ask	Editable email template to help you introduce your team to Lawtrades
→ Customer Stories	See how other companies leverage Lawtrades for success.
→ Cost Calculator	Plan your legal budget effectively with our simple cost calculator