Notes on a Law Firm Pitch From an In-House Attorney

Dennis Garcia, Microsoft Corp, assistant general counsel, offers an insider's perspective on how in-house counsel trying to "sell" themselves to their business clients and senior legal department leaders. **His observations** are published on the Bloomberg Law website.

He starts at the beginning: "Start Strong:"

"Make sure to capture the hearts and minds of in-house counsel at the very beginning of your pitch. If you do not generate a high level of enthusiasm, energy and compelling reason for in-house counsel to focus on your message early on in your presentation, you will not command their attention and they will lose interest."

Other observations come under headings such as: know your audience, keep it simple,differentiate, the technology factor, highlight client references, don't forget cybersecurity, and post-pitch activity.

Read the Bloomberg article.

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