



THE BTI CLIENT SERVICE ALL-STARS 2016

CELEBRATES:

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**312 ATTORNEYS ABSOLUTELY BEST AT CLIENT SERVICE.
GENERAL COUNSEL NAME THE ATTORNEYS ON TOP.**

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312 attorneys stand out as absolutely best at client service. Not just great—but head and shoulders above the rest as defined solely by clients. These are the BTI Client Service All-Stars 2016.

No attorney or firm can self-nominate, self-refer nor pay to be included. The only possible avenue for becoming a BTI Client Service All-Star is for corporate counsel to identify an attorney who stands out—above all the others—for delivering superior client service, in an unprompted manner. Only clients select and decide.

The class of 2016 BTI Client Service All-Stars is especially impressive. Corporate counsel are the most demanding they have ever been. Approximately 25% of clients are using new measures and metrics to evaluate their outside counsel. Yet, these BTI Client Service All-Stars rise above and beyond the challenge.

We congratulate each and every BTI Client Service All-Star on their ability to stand above all others in the court of client service. Please turn the page to see which attorneys we celebrate for client service excellence as measured by clients—the one source who matters most.

BTI CLIENT SERVICE ALL-STARS 2016

Now in its 15th year of publication, the *BTI Client Service All-Stars* is the gold standard used by law firms and corporate counsel alike to identify the attorneys best at serving clients.

BTI congratulates each of the 312 individual attorneys honored in the *BTI Client Service All-Stars 2016* and applauds their skill and dedication to client service as client demands soar.

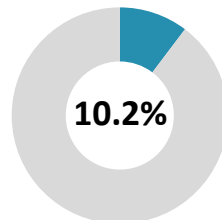
61 attorneys—a mere 19% of the *BTI Client Service All-Stars 2016*—are making repeat appearances. Corporate counsel report these MVPs remain at the top of their game, continuously navigating the ever-changing currents of the client service tide.

Only 8 law firms are home to 5 or more BTI Client Service All-Stars. These firms account for 52 BTI Client Service All-Stars—suggesting a culture of client service which is more dominant than at other firms. 7 of these law firms are also singled out by clients in the *BTI Client Service A-Team 2016*, appearing on this year's BTI Client Service 30.



All-Star Scarcity:

Only 10% of All Firms Serving Large Clients Are Home to More than One All-Star Attorney



FIRMS REPRESENTED BY MORE THAN ONE ALL-STAR ATTORNEY

The Elite MVPs:

Fewer than 20% of Attorneys Earn Recognition Year after Year



ATTORNEYS RECOGNIZED 2 OR MORE YEARS IN A ROW

THE 6 TRAITS OF A CLIENT SERVICE ALL-STAR

SUPERIOR CLIENT FOCUS

A BTI Client Service All-Star never forgets: **the client and the client's needs and goals come first.** These All-Stars completely understand the client's targeted outcome and provide custom, tailored services to best meet the unique and specific needs of their clients.

#1

INNOVATIVE THOUGHT LEADERSHIP

Innovators provide unique, creative solutions to drive a competitive advantage for their client's business. These thought leaders communicate an issue—and solution—first to clients.

#2

UNMATCHED BUSINESS UNDERSTANDING

All-Stars understand their client's business like no other attorney. Every conversation, action, and recommendation considers industry dynamics, business objectives, current events, and competitive pressures.

#3

LEGAL SKILLS

Legal skills are a minimum expectation clients have of their attorneys, but All-Stars exceed even the highest expectations placed on them.

#4

OUTSIZED VALUE

All-Stars deliver services above and beyond the call of duty. Their service and work make clients feel they are getting a deal—no matter what the price tag.

#5

OUTSTANDING RESULTS

All-Stars provide surefire solutions to risk-averse corporate counsel. Clients know they can rely on these attorneys in the most difficult of situations.

#6

312 ALL-STARS, 6 COMMON TRAITS.

Corporate counsel demands and preferences vary widely, yet they identify 6 traits common to the BTI Client Service All-Stars.

The good news—you can learn many of these skills. Start by getting client feedback to learn what your clients want and exactly how you are doing. Then find a mentor, coach, or course to help you develop the traits your clients are looking for.