

# Professional services firms: using the FT to develop a more commercial skill-set and strengthen client relationships

[ft.com/group](https://ft.com/group)



## The challenge

Clients require advisers to deliver commercial advice from a deeper understanding of their businesses and industry sector trends.

## The solution

An FT Group Subscription provides your firm with accurate news and high quality analysis on global business via FT.com, mobile devices and third party platforms.

## The benefits

The FT can help your firm to improve client service through more strategic dialogue driven by a greater understanding of their challenges and opportunities.



The FT provides context for client conversations and advice. Our clients don't want to talk about the law, they want to talk about their business, so it's important that we remain well informed about the context.



**John Tucker**  
Partner, banking practice, Linklaters LLP

## Advice within a commercial context

In the post-crisis world of uncertainty and change, managing client relationships has become more important than ever for professional services firms. But what makes a healthy client adviser relationship?

Research by the FT has shown that clients consider an in-depth understanding of the client's business to be a key factor to both selecting an adviser and then building an effective relationship. The need for sound and commercially-minded advice is crucial to securing long-term growth prospects. That's where the FT can help.

FT.com is an integral tool for many of the world's leading law, accountancy and management consultancy firms to support client engagements and discussions with senior leadership teams.

## Aid decision-making and save time

With over 600 journalists around the world, the FT validates and distils information from hundreds of sources to deliver accurate, high quality news and analysis. Our aim is to help our clients be more productive and save them time:

- Reading the FT enables advisers acquire a deep understanding of client businesses and local markets, so they can deliver a better service to clients.
- As a global news source, readers gain a broader perspective of business and the big picture insight needed to engage in a more strategic dialogue with clients.
- By offering trusted information in a concise format, readers get up-to-speed quickly on client and/or industry events. There's no need to validate FT content against other sources.

The FT also provides a valuable resource for business development teams. FT.com is used to:

- Provide timely leads
- Initiate sales calls
- Identify emerging opportunities
- Link offerings with company or market developments
- Lend extra credibility to client meetings

## Easy access to data and tools

Cost-effective access to FT content is available with an FT Group Subscription. For one subscription payment, your team, or your firm, receives unlimited access to the FT database via FT.com, FT mobile platforms and news aggregation platforms, such as WestLaw and LexisNexis.



I use the FT to help me develop my thinking on the business challenges my clients face... the FT often covers issues or events that pertain to my key clients. I can either use these articles in a client conversation, or they prompt me to drop an email or call a client, using the information in the article as a pretext for contact.

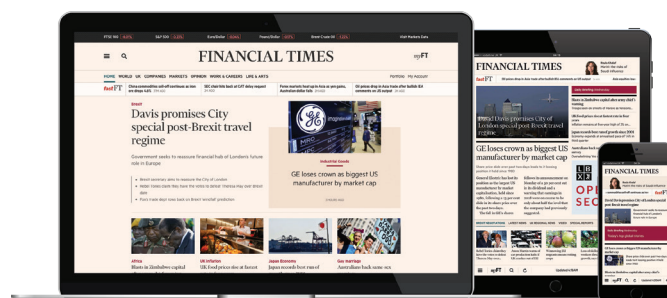


**Deborah Allday**

EMEA Regional Director M&A, Hay Group

Group access provides a range of tools, such as email alerts and company tear sheets, to help readers keep abreast of industry developments and prepare for client meetings.

We also offer enterprise services to help information or know-how teams extract and deliver the essential intelligence that's relevant to advisers based on their location, clients and industry focus. Tailored FT content can be easily integrated within intranet sites, web portals and CRM systems.



- **Companies:** Use our comprehensive coverage of global business to support client engagements.
- **Comment & analysis:** Understand the context of events with sophisticated commentary from the Lex column.
- **Company profiles:** Learn more about your clients and prospects with our company tear sheets.
- **Special reports:** Search our library of 250+ special reports to research specific industries or markets.

**For your firm:** Enhance your position in the market by using the FT to help deliver advice within a commercial context and build better relationships with your clients.

**For your partners:** Better understand your clients and the industries they operate in with the FT's database of business news and analysis. Save time searching for information and identify new business opportunities.

- **myFT:** Personalise FT.com using myFT and select topics relevant to you and your clients. Stay abreast of key issues and remain the subject matter expert in your area.
- **Newsletters & email alerts:** Keep up-to-date with clients or trends relating to your area of expertise.
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**For your learning programmes:** Help your people to become more globally and commercially aware by integrating FT news and analysis into your L&D initiatives.



The FT is known for its clarity and reliability. FT articles are succinct, use plain language and make good use of tables and charts. The crucial aspect was to ensure pertinent information was readily accessible to users and the FT's approach helped us make this possible.



**Pamela Wolffsohn**  
Knowledge Services Manager, CMS





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