LSSO's 2027 SALES & SERVICE AWARDS

LSSO's awards celebrate sales and service excellence in the law and are intended to be inclusive of the entire ecosystem. Law firms and offices, legal departments, and product and service providers are encouraged to participate as we search for the 'best of the best' in each of our award categories, which align with LSSO's Pillars.

Full category descriptions follow the timeline.

William J. Flannery Sales Awards

- Sales Executive of the Year – Direct Sales
- Sales Executive of the Year – Management
- Sales Team of the Year
- Sales Training and Coaching Program of the Year

Leonardo Inghilleri Service Excellence Awards

- Firm of the Year
- Experience Transformation of the Year

Legal Sales and Service Awards

- Rising Star Award
- Intelligence in Action Award
- Law Practice Improvement & Innovation Award

Submit a Nomination

> Nominations are submitted through the online nomination form (also available at LegalSales.org).

Award Requirements

All nominations must:

- Be submitted through the **online nomination form**.
- Focus on efforts that were initiated and/or continued and/or concluded **within the last 2 years**.
- Not duplicate another's work, though it could be derivative of or inspired by others. Note: *We are especially interested in activities that are unique and/or native to your organization and things that have been successful in other industries but are applied to legal in novel ways.*
- **Include metrics** showing impact of the program, team, and/or individual performance through concrete measurements/analysis. Graphical analysis and telling the story with data will be an important element of the submission(s). **The judging panel will not consider nominations that do not include data points**. Submissions with confidential data will be accepted and all judges will have signed Non-Disclosure Agreements for this purpose. It is acceptable to provide percentages in lieu of numerical data.

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Multiple nominations in multiple categories are permitted. No preference will be given to current or previous LSSO volunteers/members/strategic partners.

Please submit materials with the expectation that we will publish/share/promote what has been provided.

Award Winner Benefits

Winners will be announced and presented with a glass raindrop award at LSSO's annual RainDance Conference, held the first week of June. LSSO will also celebrate their achievements through its communications channels.

Winners may also be invited to participate in a Q&A discussion with an LSSO Thought Leader or Editorial Board member about their achievement, with the resulting transcript or video promoted through LSSO's channels.

2027 Awards Timeline



Ready to nominate? Complete the Nomination Form.

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LSSO SALES & SERVICE AWARDS CATEGORIES & DESCRIPTIONS

William J. Flannery Sales Awards

Bill Flannery was the 2021 recipient of LSSO's Lifetime Career Achievement Award. During his sales and sales-training career, he has influenced thousands (and thousands!) of people, helping them become sales achievers. We honor his legacy by celebrating sales excellence in the following award categories.

- **Sales Executive of the Year – Direct Sales:** This award is for a professional who leads and is primarily responsible for sales/business development and who played a crucial role in acquiring and/or growing clients. Metrics should include references to increased wallet and market share.
- **Sales Executive of the Year – Management:** This award is for a professional who leads and manages a sales program and/or team.
- **Sales Team of the Year:** This award goes to a team that played a crucial role in acquiring and/or growing clients. Metrics should include specific measurements of firm profitability.
- **Sales Training and Coaching Program of the Year:** This award recognizes outstanding achievement in developing and delivering impactful sales training and coaching programs. It celebrates individuals, teams, or organizations that elevate sales performance through strategic education, skill-building, support, and mentorship. It also includes the personalized coaching approaches that foster growth, confidence, and long-term success across different roles or markets.

Key Themes & Criteria

- Strategic account management/key client program development/execution
- Client pursuit and growth activities: increasing market and wallet share, retaining an 'in jeopardy' client, developing a substantive new client relationship from contact through the client acquisition phase
- Innovative Design: Use of modern methodologies (e.g., experiential learning, microlearning, gamification) tailored to law firm sales professionals.
- Measurable Impact: Demonstrated improvement in sales metrics, client engagement, or business development outcomes.
- Cultural Integration: Alignment of activities with firm values, client service standards, and strategic goals.
- Scalability & adoption: Programs that are widely adopted across teams, practices, clients, industries, offices, departments, etc.
- Trusted advisor status with clients
- Team collaboration, support and mentoring
- Effective collaboration with finance, technology, marketing, and other functions/departments.
- Problem solving and innovation with demonstrated creativity in overcoming objections or challenges
- Improves or streamlines the sales process
- Consistent performance with demonstrated excellence throughout the year, not just in bursts
- Embodies brand values in sales approach and relationships
- Positive influence & attitude; boosts team morale, motivates others, and maintains professionalism

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Leonardo Inghilleri Service Excellence Awards

Leonardo Inghilleri is the 2022 recipient of LSSO's Lifetime Career Achievement Award. He has dedicated his professional life to improving the customer experience through innovative business solutions and training. Leonardo worked for The Walt Disney Company in Orlando and Paris and is an inspiration to service excellence architects because of his work at the Ritz-Carlton Hotel Company as Chief Human Resources Officer and as the Head of BVLGARI Hotels & Resorts, where he produced innovative business and service concepts still considered a benchmark for excellence in the hospitality industry today. He also created The Ritz-Carlton Learning Institute and The Ritz-Carlton Leadership Center. Other highlights of his leadership include being a key architect of the unprecedented Ritz-Carlton's second winning of the Malcolm Baldrige National Quality Award.

- **Firm of the Year**
- **Experience Transformation of the Year**

Both awards highlight the people, organizations, and platforms that improve client, employee, brand, and/or user experience, including how clients connect with law firms. They celebrate achievement in the delivery of service and value in the eyes of the client/employee/stakeholders. This includes focusing on people, designing innovative approaches, process improvements, use of technology, and making meaningful changes that enable the people in your organization to deliver demonstrably improved and excellent brand, client, employee, and user experiences.

Key Themes & Criteria

Client Satisfaction
- Regularly receives positive feedback, testimonials, or high satisfaction ratings
- Demonstrates a strong commitment to understanding and meeting customer and stakeholder needs

Responsiveness & Reliability
- Responds promptly and effectively to inquiries, issues, or requests
- Consistently follows through on commitments and delivers on time

Quality
- Performance measures are in place and used for evaluations
- Produces accurate, thorough, and high-quality service or support
- Shows attention to detail and strives for excellence in all tasks

Problem-Solving Ability
- Proactively identifies and resolves service-related issues
- Has service recovery processes in place
- Thinks creatively and critically to overcome challenges and improve outcomes

Empathy & Communication
- Demonstrates genuine care, patience, and understanding
- Communicates clearly, professionally, and respectfully with all stakeholders

Collaboration & Teamwork
- Works well with colleagues across departments to deliver seamless experiences
- Willingly supports others and contributes to a positive team culture

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Innovation in Service Delivery

- Suggests or implements improvements to processes or tools
- Finds ways to enhance service efficiency, accessibility, or value

Consistency & Dependability

- Maintains a high level of performance throughout the year
- Can be counted on to go the extra mile without being asked

Demonstrated Impact

- Positively influences client retention, satisfaction, or loyalty
- Adds measurable value to the organization or community through service

Living the Organizational Values

- Embodies the mission, values, and ethics of the organization
- Leads by example and inspires others to deliver excellence

LSSO Legal Sales and Service Awards

Rising Star

This award recognizes emerging sales and service professionals with 15 years of experience or less in the legal industry who have made a measurable impact on sales and/or service activities and who demonstrate exceptional promise, commitment, and impact within their organization. This award highlights individuals who are not only excelling in their current role but are also positioned to become future leaders and innovators in the legal industry.

Key Themes & Criteria

Professional Excellence

- Demonstrates consistent, high-quality performance in their role.
- Shows strong attention to detail, accountability, and follow-through.
- Earns trust and respect from colleagues, attorneys, and clients.

Innovation & Initiative

- Brings fresh ideas to improve processes, client service, or firm operations.
- Proactively identifies opportunities and takes ownership of solutions.
- Uses creativity and resourcefulness to overcome challenges.

Collaboration & Leadership Potential

- Works effectively across functions, roles, departments and practice groups.
- Serves as a positive influence, mentor, or resource for peers.
- Demonstrates the potential to grow into a future leader within the firm and industry.

Client & Firm Impact

- Contributes meaningfully to enhancing the client experience.
- Supports the organization's strategic goals, growth, and/or efficiency.
- Shows measurable impact through results, feedback, or outcomes.

Commitment to Growth

- Invests in professional development and learning.
- Stays current with industry trends and applies best and/or innovative practices.
- Exhibits resilience, adaptability, and a growth mindset.

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Intelligence in Action Award

This award honors excellence in leveraging intelligence, data, knowledge management, pricing/financials, analytics, and technology platforms to drive sales strategy, client insights, and smart growth. It highlights transformative use of intelligence tools that empower smarter decision-making, performance optimization, and deeper relationships.

Key Themes & Criteria

- **Data-Driven Strategy:** Use of analytics to inform sales planning, targeting, and forecasting.
- **Client Intelligence:** Tools or platforms that provide deep insights into client behavior, needs, and opportunities.
- **Integration & Usability:** Seamless integration of platforms into daily workflows with high user adoption.
- **Innovation & Automation:** Use of AI, machine learning, or automation to enhance efficiency and accuracy.
- **ROI & Outcomes:** Clear evidence of improved sales performance, client retention, or revenue growth through data initiatives.

Law Practice Improvement & Innovation Award

This award recognizes organizations, teams or individuals who have designed and implemented groundbreaking innovations that transform how legal services are developed, marketed, sold or delivered. It celebrates bold initiatives that leverage creativity, technology and collaboration to drive measurable client and business impact. The award celebrates those who reimagine “business as usual” and set new standards for the future of legal sales and service.

Key Themes & Criteria

- **Innovative Design:** Introduces new approaches, technologies or frameworks (e.g., AI/ML, CRM/ERM, client collaboration platforms, productized services or GTM campaigns) that challenge traditional legal business development models.
- **Business Impact:** Demonstrates measurable improvements in revenue growth, market penetration, cross-selling or client retention through the innovation.
- **Client Value:** Clearly enhances the client experience by improving accessibility, responsiveness, efficiency or personalization.
- **Scalability & Adoption:** Evidence of broad adoption across practices, industries, or geographies with potential for replication and long-term impact.
- **Integration & Collaboration:** Shows successful collaboration across departments (e.g., sales, marketing, finance, IT and practice leadership) in designing and executing the initiative.
- **Vision & Influence:** Positions the organization or individual as a forward-thinking leader shaping the future of legal sales and service.

Please contact LSSO’s Engagement Lead, Karen Colpitts, at Karen@LegalSales.org for information about partnership opportunities.

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