



# Grow your revenue with NEXL.

Get the system you need to turn your relationships into revenue using the world's most advanced business development platform for lawyers.

*The benefits of using NEXL*

More contacts  
**400%**

Revenue Increase  
**25%**

Efficiency increase  
**67%**

Success rate  
**100%**

HAMMAD & AL-MEHDAR  
LAW FIRM

 CUATRECASAS

 DFDL

EVERSHEDS  
SUTHERLAND

ALLENDE  
ALLENDE & BREA

 GILBERT  
+ TOBIN

INDUSLAW  
THOUGHT LEADERSHIP ... APPLIED

KINSTELLAR

Santamarina  
+ Steta

DANIEL

JPM | JANKOVIĆ POPOVIĆ MITIĆ

KL  
A

# Revenue acceleration for lawyers.

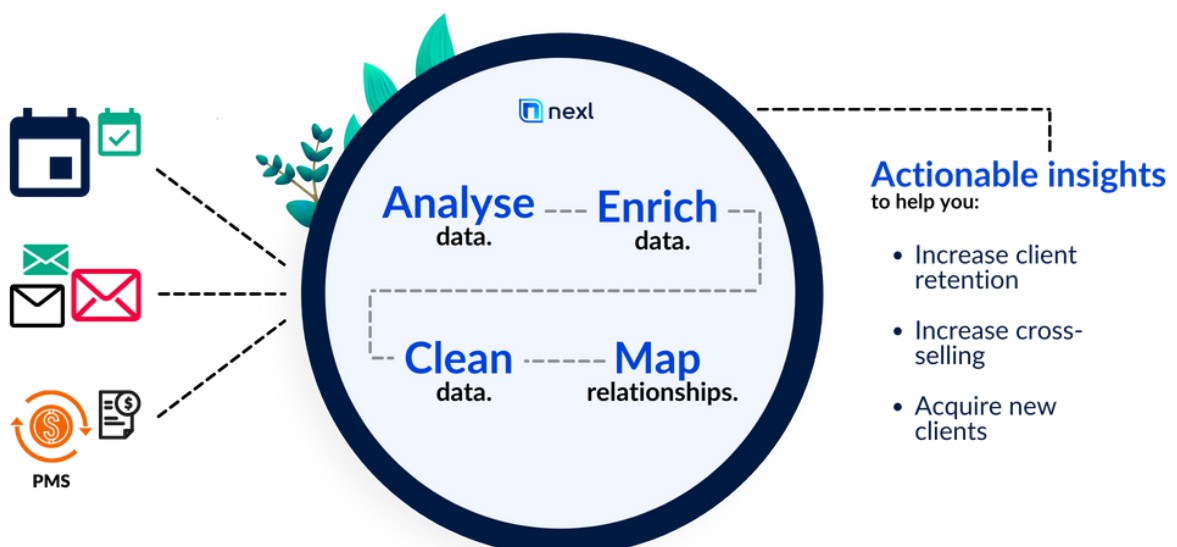
The legal market has changed. Law Firms now live in a competitive, data-driven business world – where any law firm can approach any client, anytime. In this competitive world, law firms can no longer work in silos and passively wait for clients to come to them. To stay competitive, lawyers and law firms must break down knowledge barriers, share resources and go from passive to active and collaborative business developers.

To help lawyers move from passive to active business development, NEXL has created the Revenue Acceleration Flywheel, a three-step system that allows a law firm to drive revenue using Sales Enablement, Strategic Client Management and Account-Based Marketing.



## This is how NEXL works.

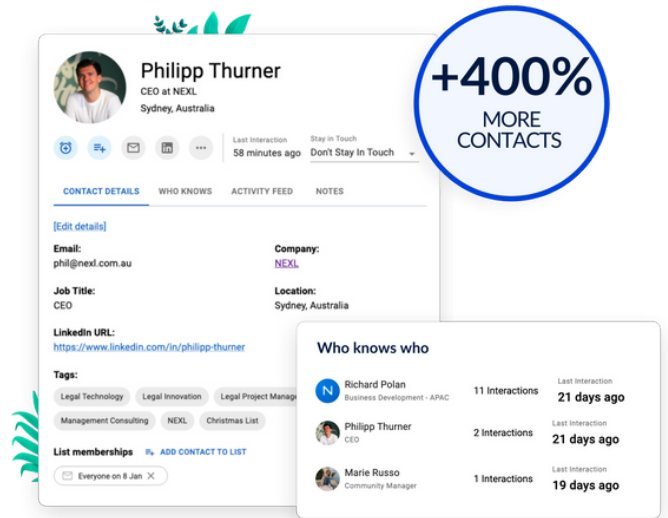
NEXL automatically captures all of your lawyers' interactions. Any email sent or received and any meeting with clients, prospective clients or referral sources are automatically captured, analysed and turned into actionable insights to help you accelerate revenue growth.



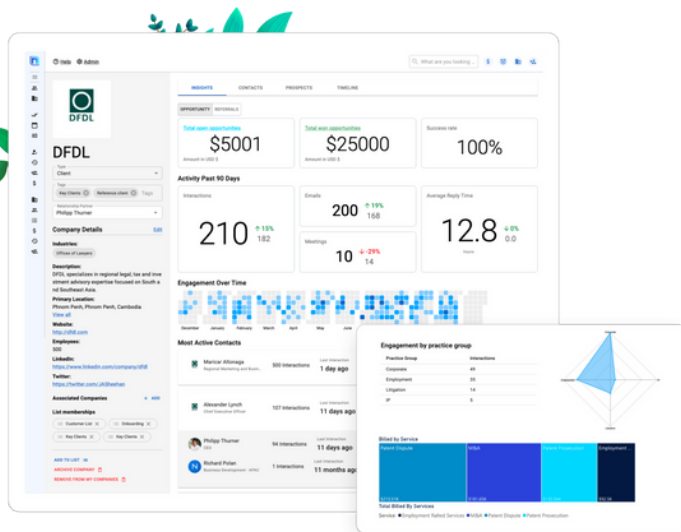
# This is why law firms love NEXL.

## Get access to your contacts without manual data entry.

NEXL integrates directly into your Office 365 or Google Workspaces to capture relationship insights based on email and calendar events. Combined with multi-level data enrichment and relationship mapping, NEXL is able to provide your lawyers and business development teams with the data they need to accelerate revenue growth.



*Passive data capture • Contact and Client Management • Tasks, notes and stay in touch reminders*



## Relationship insights that drive revenue growth.

Better understand the who knows whom across your entire firm. In modern B2B business development, lawyers must understand the entire relationship history of a prospective and existing clients. NEXL shows you the who knows who across your firm and gives you deep relationship insights to better leverage your firm's relationship to win more business – without the need of manual data entry.

*Relationship mapping • Strategic client insights • Practice group reporting • Financial intelligence*



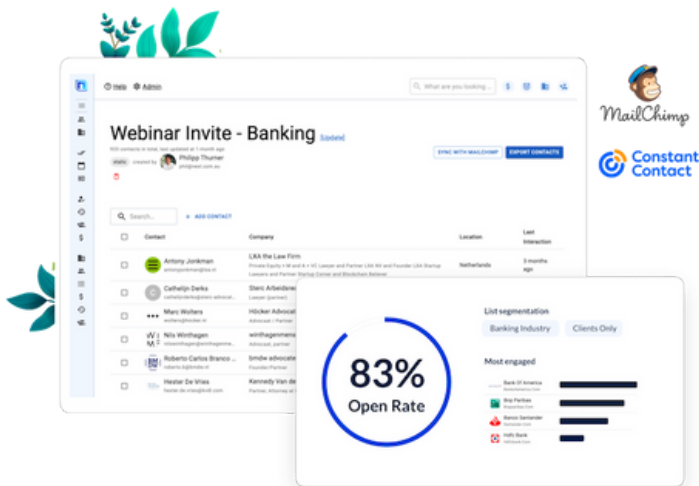
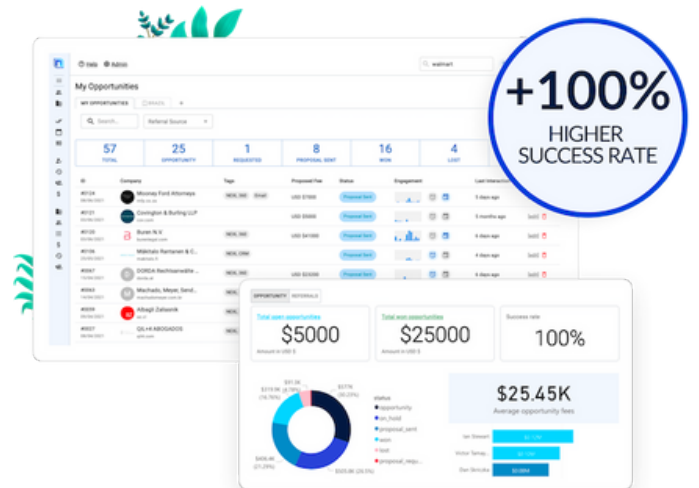
**Sharon Sakuwaha**  
Co-Managing Partner



In Nexl we found the efficiency and flexibility we carry in our culture and approach to client work. The Nexl CRM solution is an integral part of our growth strategy.

## Gain full visibility of our opportunity pipeline.

54% of lost client opportunities are due to the lack of following up. With NEXL, you will never forget to follow up again. Get detailed visibility of all your current client opportunities and get reminders when it's time to follow up to accelerate your pipeline velocity across your firm. Get a 360 view of your firm's client opportunities and predict your firm's future revenue.



## Increase client engagement with better marketing lists.

A key component of strategic account management is ongoing marketing engagement, scaled through marketing lists. NEXL allows your lawyers, BD and marketing team to build highly segmented marketing lists with a few simple clicks. Those lists can then be used by your marketing team to send highly personalized and relevant marketing messages to your client.



### Focus on the best opportunities

NEXL uncovers the prospects that matter most, with an emphasis on quality. Instead of casting a net, you set a hook.



### Delivers a client-centric experience

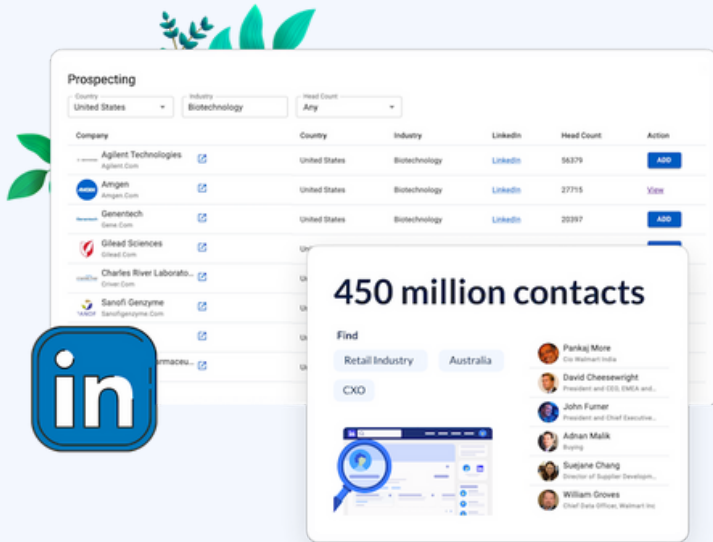
NEXL can help you serve content to key individuals when and where it has maximum impact so you can deliver a highly relevant, personalized experience.



### Connect marketing to revenue

Perhaps most importantly, NEXL lets you track your efforts so you can see exactly how they're impacting revenue.

# Your first-degree access to 450 million professionals.



## In-built client prospecting

### Connect with the right stakeholders to win more business.

NEXL is the only legal CRM with in-built client prospecting tools. Empower your lawyers to reach the right decisions makers directly, using the most accurate and up-to-date emails and social media links database in the world. Leveraging our built-in data-enrichment, you can find verified emails on 450 million professionals across 15 million companies which sync right to your NEXL CRM.

## This is what our customers say.

NEXL has provided us with the potential to grow organically, the automation features and data enrichment technology has helped us manage our growth initiatives, monitor our interactions with clients which has led to enriched relationships and provided a space to explore new opportunities.



**Ted Vlahos**  
Partner



It is the most automated CRM system we were able to find on the market, saving us from the cumbersome tasks of manually filling our data. It is super intuitive and easy to use, our lawyers usually get surprised by seeing that their contacts and data are 'already there'.



**Ivana Milanovic**  
Business Development Manager



# The easiest way to align your lawyers.

## Objective Tracking

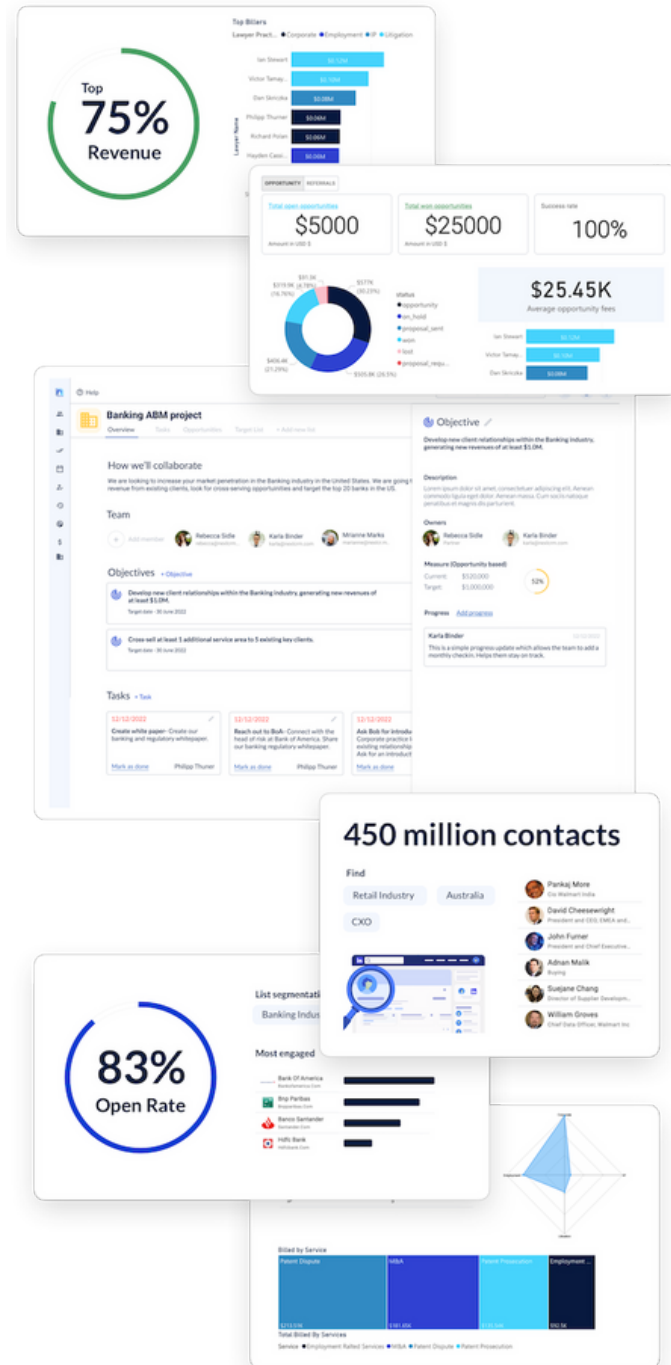
Keep everyone across your firm aligned with your goals and stay focused on what matters most. Acquiring, retaining, and expanding client relationships in your key target markets.

## Collaboration Platform

Combine the power of customizable target and key client lists, opportunity tracking, client prospecting and automatic data capture in a powerful collaboration space easily accessible through Microsoft Teams to help you execute your firm's business development and growth strategy and turn your lawyers into smart collaboration champions.

## Key Client Programs and more

Retaining clients using strategic client programs requires firms to manage clean contact and client data to ensure lawyers and allied professional can managed client interactions, without friction.







# NEXL is a complete no-data-entry client revenue platform specifically designed for lawyers.

To get started with NEXL, visit us at <https://nexlcrm.com> today!

## About NEXL™

NEXL is a leading provider of innovative legal technology solutions aimed at creating efficiencies, accelerating growth and providing data-driven insights that drive smart decision making. We offer scalable solutions for law firms of all shapes and sizes

Founded by legal professionals with vast experience working within legal firms, NEXL grew out of a desire to fundamentally change the way that legal firms grow and engage with internal and external stakeholders. The existing way of managing these relationships doesn't work. Today, we're driving the delivery of smart, innovative and technology-driven services to clients worldwide.

Smart, insight-driven solutions underpin NEXL's purpose. Drawing from our own practical experience working within the professional services industry, our purpose is to develop and deliver technology solutions that will drive positive change in how law firms manage their client relationships and grow their practice.