

# THE ART OF GETTING TO YES . . . *FASTER*



## LEGAL AUTOMATION DRIVES REVENUE BY CLOSING DEALS IN HALF THE TIME

"Getting to Yes" is the groundbreaking book on how to negotiate deals by convincing the other side to give you exactly what you want. A successful negotiation is a complicated dance where knowing exactly when to lead, when to follow, when to switch partners, or even when to sit the song out can make all the difference in waltzing to the win or remaining a lonely wallflower.

While a student at Harvard, I took Negotiations with Professor Brian Mandell, one of the world experts on negotiations and getting to yes. As a lawyer with twenty years of negotiating experience, I was skeptical and even questioned Professor Mandell as to whether I would get anything out of the popular class. Before I could finish my thought, Professor Mandell said "Lawyers love my class!" I decided at the very last minute to follow his advice and trust him. He was 100% right. By far, it was my most valuable educational experience as I negotiated real world issues from China piracy of intellectual property to complex labor negotiations with international shipping companies. I learned how important coalitions and sequencing are to the end result and how to maximize your BATNA (best alternative to a negotiated agreement) so those on the other side of the table know you can always walk away for a better deal.

As a student, I had one valuable negotiating tool at my disposal that is in short supply in the real world. That tool is time. The value of time is too often overlooked in corporate America. After all, you can always tell your team to stay late or give up their weekends to get the job done. Not only is there an obvious personal cost here, but also the cost of missed opportunities to generate more revenue. At school, I had the time to search through old emails, the time to recreate misplaced contract documents, and the time to review complicated excel spreadsheets. In the real world, the needless expenditure of that kind of time is allowing existing and prospective corporate dollars to fly out the window.

In today's competitive negotiating environment, we often hear you are only as good as your next deal. The ability to leverage technology to close deals in half the time is essential to getting to that next good deal. It is the key to staying on the top of your game and outperforming the competition. Imagine being able to tell your C suite that you have cut your deal close time in half. Imagine transforming your team from a cost center (as most in house legal operations teams are viewed by the decision makers) to a revenue driver.

Corporate legal departments report as much as 40% of their time spent on questions about contract management. One recent study found that poor contract management cost companies 9% of their annual revenue on average. Another found that the average employee loses nine hours per week searching for contracts or recreating lost documents.

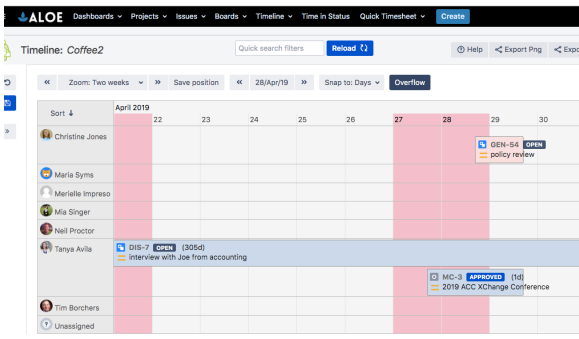
The manual management of contracts is an inefficient process that is clunky, increases mistakes, and hinders the collaboration so important to overall success. Think about how much time this lengthy back and forth takes away from high value matters like new commercial opportunities. These pain points are felt at every level of the deal process. Stephanie, a health company sales rep, reports "I bring five to seven deals to contract each week but it feels like it takes legal one month to close." An Assistant GC at a large company reveals "I am reinventing the wheel every time I draft a non-compete and I'm never sure which one the GC will sign off on."

So how do we solve these pain points in a way that is easily adopted and actually makes an impact? As lawyers with a combined seventy years of in house experience as the original GC of GoDaddy and in private practice representing multinational corporate clients, we worked on a customizable software solution with immediate impact on your ability to maximize resources, close deals faster, and increase your bottom line.

**Automated Legal Operations Environment (ALOE)** saves time and increases revenue by streamlining your contract lifecycle and project management from intake to completion, and every step along the way.

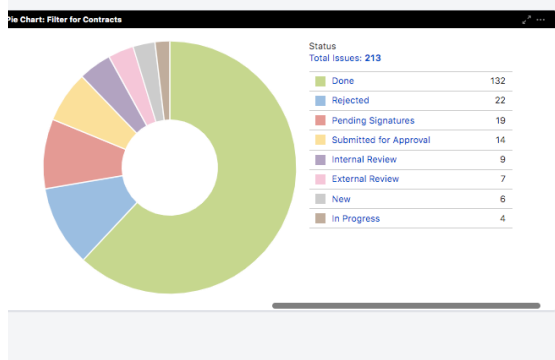
With **ALOE**, you create contracts faster, spend less time on repetitive tasks like searching for contract versions and chasing approvals. **ALOE** allows you to: (1) **access a contract yourself in moments, including all versions and stakeholder communications from intake to completion;** (2) **avoid reinventing the wheel by using preapproved templates;** (3) **share versions of the contract with stakeholders;** (4) **obtain all approvals;** (5) **reduce risk by not having to save, print, scan or mail hard copies of multiple versions of the documents;** (6) **notify parties automatically when documents are digitally signed;** and (7) **store critical corporate documents securely in the cloud.**

We are happy to share more on how we can get you to yes faster with **ALOE's** contract and matter management automation. Please contact the team at Bigfork Technologies at [info@bigforktech.com](mailto:info@bigforktech.com) so we can get you started on your transformation to a revenue driver.



**"ALOE is a game changer for my legal practice, helping me save 8 to 10 hours a week needlessly searching for or recreating documents. ALOE allowed me to focus on my company's priorities of generating revenue and maintaining our competitive advantage."**

**~Daisy B.**  
**Associate General Counsel**



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