

# BTI Super Listener A-Team 2026: Clients Rank Law Firms Best at Business Development



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# At a Glance

- Super Listening is the gateway behavior. Every other high-impact business development activity depends on it
- Clients stop what they are doing to meet with known super listeners
- Super listeners win the super premium high-rate work before anyone else knows about it
- Super listening is the business development superpower

Law firms are yelling at clients.

They don't know it – but corporate counsel tell BTI it's deafening. And it's all in the name of business development.

Firms are throwing every piece of thought leadership, alerts, webinars, briefings, and lateral announcements to gain an edge. To clients, it's all noise.

The antidote: Super Listening – a rare and high-octane skill enabling the listener to:

- Ask questions to help catalyze client thinking – as well as their own
- Listen to what clients are saying
- Hear what they're not saying
- Make sense of the questions, comments, silences, points of agreement – and disagreement

But this is just the start – Super Listening is only 1 of the 6 pivotal behaviors separating the elite business developers from the rest. The best business developers use these crucial skills and behaviors to position themselves to be the go-to source when new needs arise. Otherwise – the potential work gets tossed out to law firms to fight over.

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## Super Listening is Only the Start

Super Listening is the first – and most critical – of **6 pivotal business development activities** clients use to determine which firms they trust with their most valuable matters.

The most effective business developers consistently excel at:

- **Super Listening**
- **Anticipating Needs**
- **Innovative Solutions**
- **Creativity**
- **Educating Clients**
- **Co-Solutioning**

Together, these behaviors define how clients decide *who gets the call* – and *no one else does*. Order the *BTI Super Listener A-Team 2026* and start building the behaviors clients reward most.

*Order today!*

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# At a Glance

## Powerful Insights Into the 6 Pivotal Business Development Activities

<b>1. Super Listening</b>	Hearing what's said, implied and unsaid – and responding with precision, relevance and speed. This is the holy grail of business development. It proves you know something no one else does: what your client is thinking.
<b>2. Anticipating Needs</b>	Identifying issues and opportunities before they surface – helping clients see around corners and prepare for what's next.
<b>3. Innovative Solutions</b>	Delivering practical, business-savvy improvements tailored to each client – not generic “innovation theater.”
<b>4. Creativity</b>	Bringing fresh thinking, new angles and unexpected approaches that reframe problems and unlock better answers.
<b>5. Educating</b>	Sharing timely business intelligence, insight and context that help clients make smarter, faster decisions.
<b>6. Co-Solutioning</b>	Building answers with clients – creating alignment, deepening trust and accelerating buy-in.

BUT – Super Listening Matters Most

Every winning business development behavior begins with the same trigger: an attorney listening beyond the words.

Super Listeners pick up on pauses, hesitations, shifts in tone – and understand what it all means. Any action without this core understanding rings hollow in clients' eyes and ears.

Nothing beats these activities for developing new business. The best business developers know this – and live by it.

This exclusive report lays out how clients define these behaviors – and the firms clients name as best at each one. Each chapter details specific actions your attorneys can take to deliver on the business development driving the biggest and most strategic wins.

Order your copy today and start building more Super Listeners in your firm.

# Order BTI Super Listener A-Team 2026 Here

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**Click here to order** **BTI Super Listener A-Team 2026:**  
**Clients Rank Law Firms Best at Business Development**



# BTI Super Listener A-Team 2026 Business Development Matrix



# How to Use The BTI Super Listener Business Development Matrix

BTI's exclusive research shows legal decision makers measure business development along 2 key dimensions:

- The trust they build
- The value they deliver

Top business developers know how to build both simultaneously – all based on Super Listening.

## The Value They Deliver

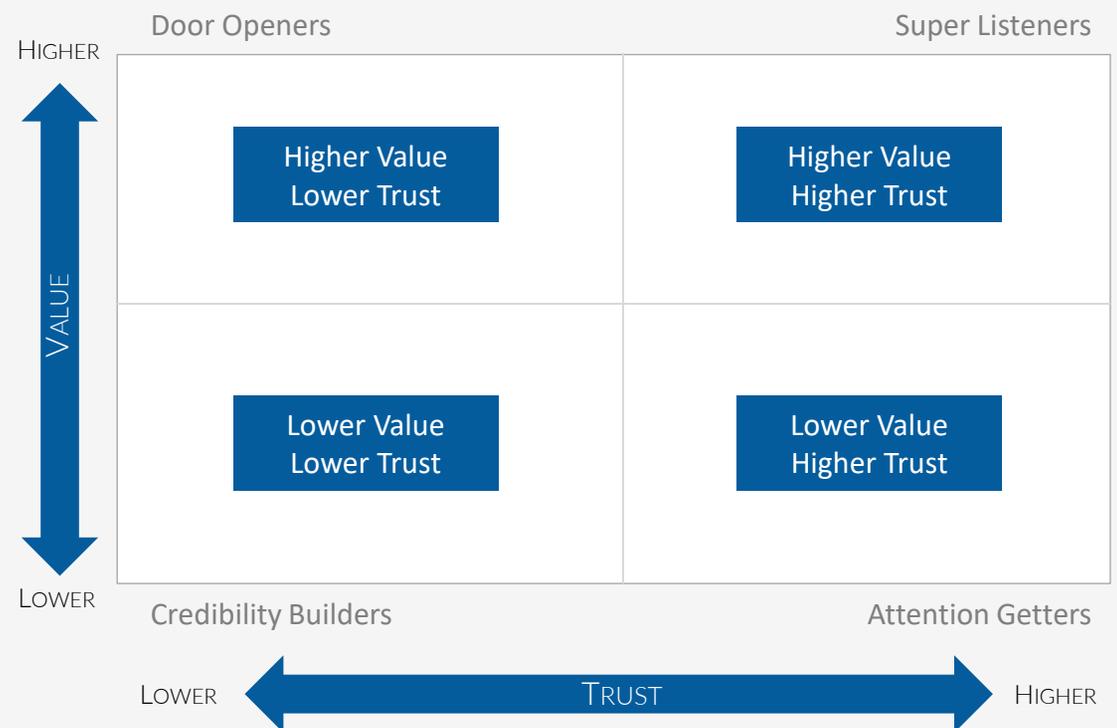
*Vertical axis measures Value*

- We place Value on the Y or vertical axis
- Value delivered increases as you go up

## The Trust They Build

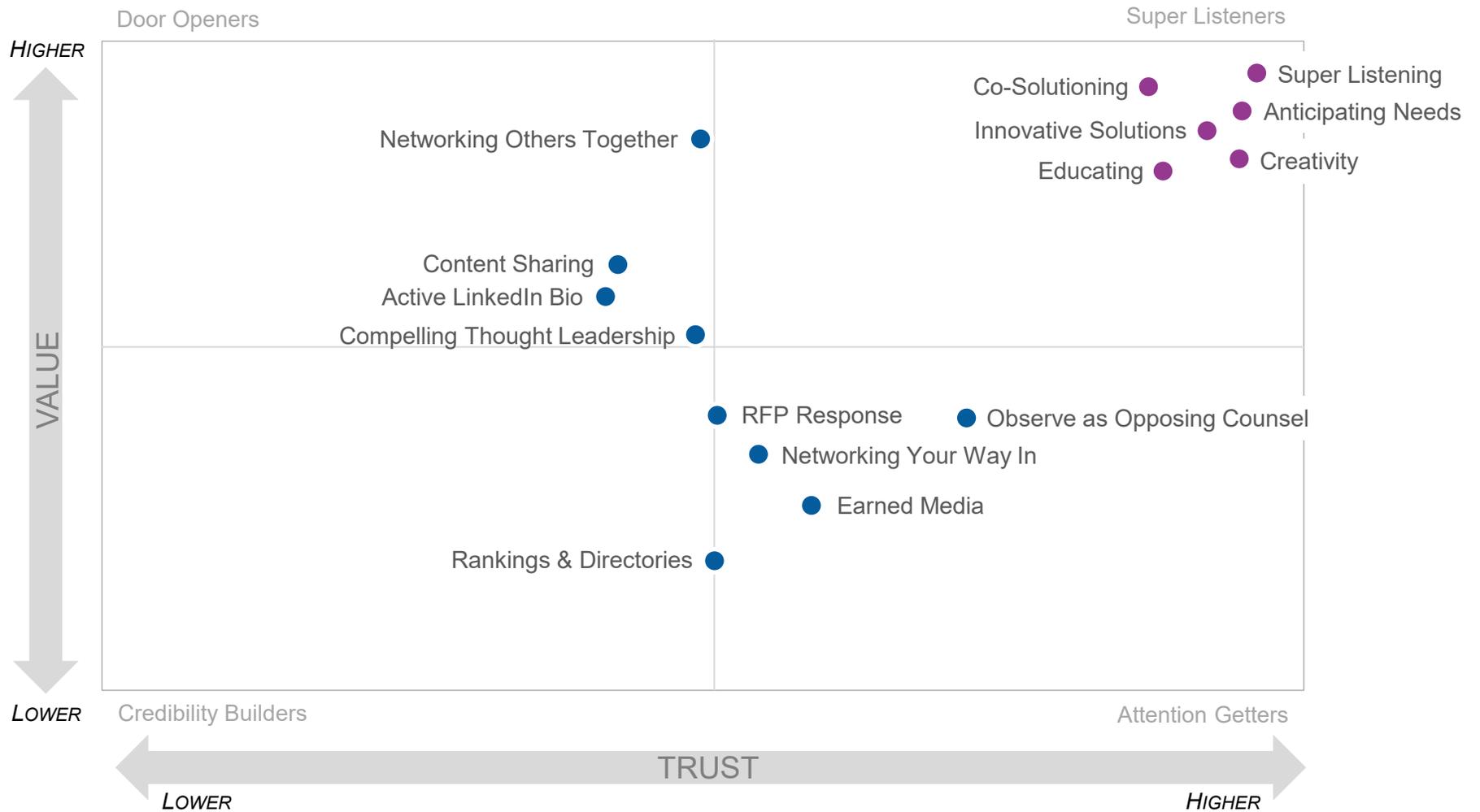
*Horizontal axis measures Trust*

- We place the Trust spectrum on the X or bottom axis
- The trust delivered increases as you move from left to right as you face the matrix

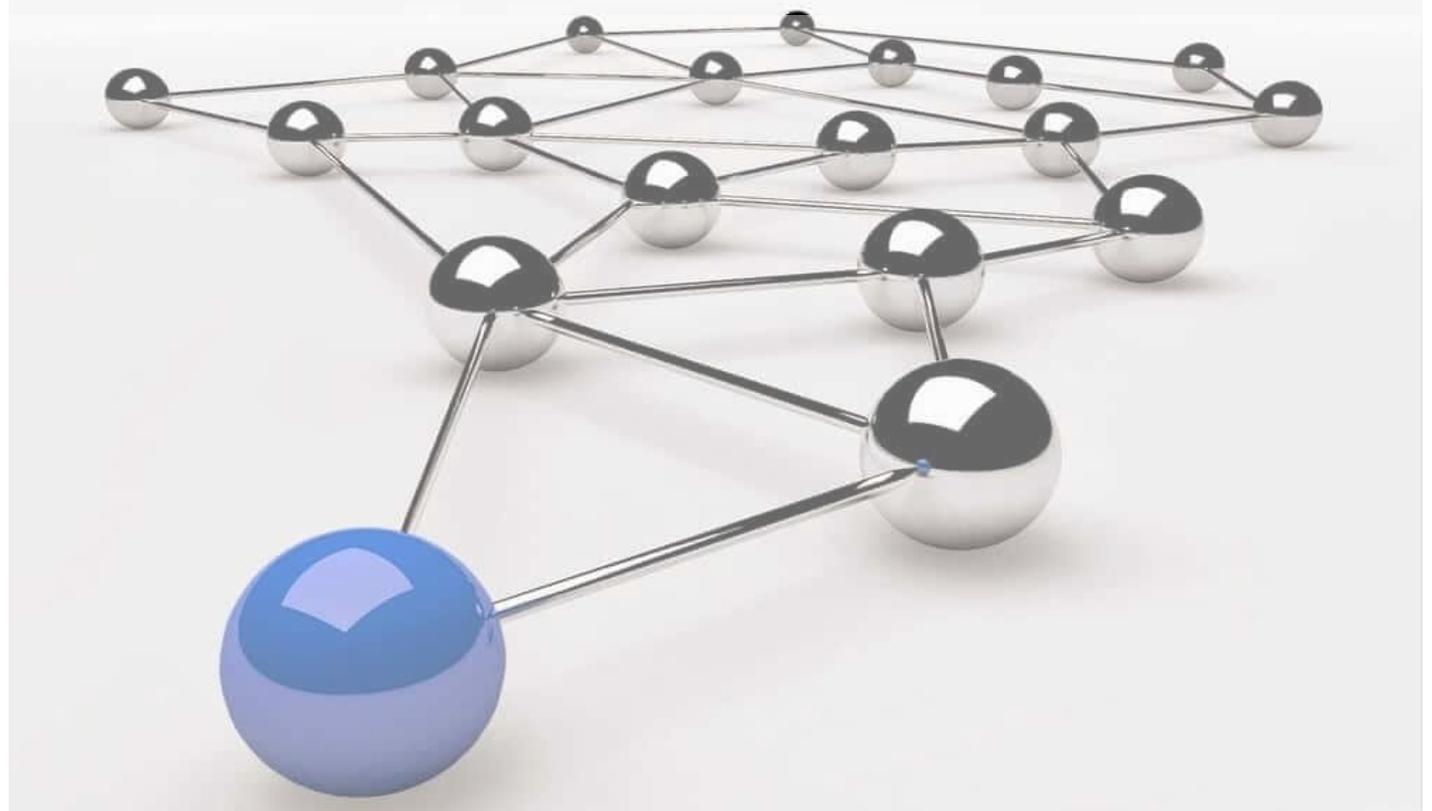


We uncovered 16 activities delivering the most impact on the ability to develop business. We plot each based on how much trust and value each delivers. We analyze these in the matrix on the following page.

# The BTI Super Listener Business Development Matrix



# BTI Super Listeners A-Team 2026 Methodology and Survey Demographics



# Our Methodology and Approach

INDEPENDENT, ORGANIC, UNBIASED RESEARCH, BASED SOLELY ON CLIENT FEEDBACK

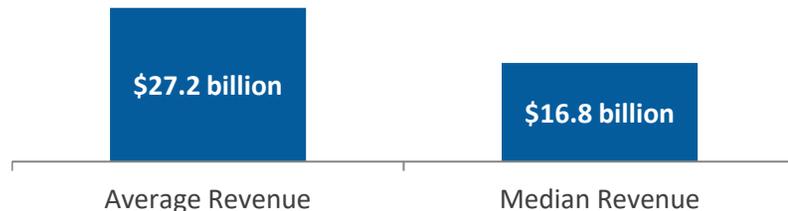
## Survey Participant Demographics

Research	More than <b>350</b> in-depth surveys
Time Frame	Primarily between <b>June 2025</b> and <b>December 2025</b>
Incentives	Respondents receive a complimentary report of benchmarks and metrics

## Legal Decision Makers Responsible for Managing and Hiring Law firms

- General Counsel/Chief Legal Officer
- Associate General Counsel
- Deputy General Counsel
- Senior Vice President
- Corporate Counsel

## Organizations with Highest Levels of Legal Spending



## Representative of more than 15 Industry Segments

- Banking
- Chemicals
- Consumer Goods
- Energy
- Financial Services
- Food & Agricultural
- Health Care
- High Tech
- Insurance
- Manufacturing
- Pharmaceuticals
- Professional Services
- Retail Trade
- Real Estate
- Telecom
- Transportation
- Utilities
- Wholesale Trade

*BTI Super Listeners A-Team 2026 is based solely on in-depth surveys and telephone interviews with leading legal decision makers. This comprehensive analysis trends data from more than 30,000 corporate counsel client interviews conducted over the span of 30 years.*

***This research is independent and unbiased – no law firm or organization other than BTI sponsors this study.***

*Each year, BTI reaches out to a strategically designed group of top legal decision makers at large organizations with \$1 billion or more in revenue. We target the decision makers in the industries who spend the most on legal affairs as well as thought leaders and innovative Chief Legal Officers. Our survey also includes Chief Legal Operating Officers and business executives who hire and influence the selection and hiring of law firms.*

*Participants are granted confidentiality at the individual and organizational level.*

# BTI Consulting Group

## About Us



# What We Do

For more than 30 years, we've successfully helped our clients strategically drive revenue, boost performance, attract and retain clients, develop more business in new and existing markets, and create enduring relationships with our data-driven customized programs and solutions tailored to meet each client's specific and unique needs. We examine the market from your client's perspective with a measurable, innovative, and high-impact approach.

From in-depth independent research to one-on-one interviews with C-suite executives, top legal decision makers, and market leaders, our expertise and insight will help you understand – as well as benchmark – how clients acquire, manage, and evaluate their professional services providers.



## Client Feedback Programs

We help you reveal powerful, defining client insights you simply can't get anywhere else through innovative, world-class feedback.



## Business Development Training

We help you and your firm catapult your business development skills, culture, and mindset, fast.



## Client Service Excellence

We help you redefine how clients think about you and your firm for the short- and long-term.



## Market Research and Insightful Client-Centric Reports

Authoritative, innovative, and practical advice from our research. BTI's client service rankings, brand health assessments, market forecasts and more are the industry gold standard.

# Market Research, Expertise, and Insights

**AUTHORITATIVE, INNOVATIVE, AND PRACTICAL ADVICE FROM OUR RESEARCH**

Law firms who would otherwise have little insight into corporate counsel hiring decisions, goals, law firm preferences, market positions, and detailed recommendations can now gain access to the same research used by the largest and best performing firms in the world. The data and insight found in BTI's reports are used to train attorneys, guide business development, inform strategy, and calibrate market trends against firm tactics. In short, you get many of the benefits of a custom study commissioned for your firm, at a fraction of the cost. These insights are proven to drive growth and client retention and protect fees.

All of our reports come with a 100% satisfaction guarantee and complete telephone support to help you maximize the value from our publications.

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## BTI Practice Outlook 2026



BTI Practice Outlook 2026: The Opportunity-Rich Market is your roadmap to where spending will grow, which practices command premium rates and which industries are set to generate the highest-value opportunities. This report zeroes in on the hottest practices, biggest spending surges, and the business development strategies winning the work.

 **Order Now**

## BTI Litigation Outlook 2026



Our 16<sup>th</sup> BTI Litigation Outlook reveals the turbocharged litigation market is accelerating faster, hitting harder and offering more opportunity for law firms than ever. The *BTI Litigation Outlook 2026* is available now to help you decipher the new market dynamics and seize the opportunity.

 **Order Now**

## BTI Client Service A-Team 2025



Long considered the gold standard in measuring client service performance by clients and law firms alike, the *BTI Client Service A-Team 2025* is the only source for measuring client service solely from the client perspective. Now in its 24<sup>th</sup> year – this is the most important edition ever with more than 350 new, in-depth interviews.

 **Order Now**

# Questions? Comments?



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For questions, research inquiries, and information on BTI's client feedback programs, market insight research, seminars, training, or workshops, please contact us via email or by calling **+1 617 439 0333**.

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