

Jim Cranston

Founding Principal

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James (Jim) Cranston is a Co-Founding Principal of LawVision and widely recognized as a leading authority on sales and business development in the legal industry. His innovative method for teaching sales skills to lawyers and law firm executives consistently helps legal professionals win new clients and grow firm revenue.

Jim's thriving practice is underpinned by more than 30 years of business development and sales leadership at a Big 4 firm, as chief business development officer at an AmLaw 25 law firm, and through sustained, custom consulting/coaching/training engagements with AMLaw 100 firms.

In addition to his practice focused on individual and group coaching for lawyers and marketing and business development professionals, as well as sales training, Jim—along with fellow legal coaching pioneer and LawVision Co-Founding Principal Silvia Coulter—developed and frequently facilitates the Coaching Advantage© Certification Program for legal marketing and business development professionals.

He and Silvia also co-developed the premier sales training program for lawyers, The Rainmaking Advantage, which they have turned into a co-authored/edited book set to be released in 2025.

Key Service Areas

- Chief Sales Officer & Chief Marketing Officer Boardroom
- Business Development Directors Boardroom
- Rainmaking Advantage®: Sales Training and Coaching for Lawyers
- Coaching Advantage© Certification Program

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- Strategic Account Coaching Advantage®
- Industry Sector Advisory Services
- Strategic Account Management (SAM-Legal) Advisory Services
- Evaluation of Business Development and Marketing Departments
- Client Feedback: Advancing Client Engagement Through Structured Feedback Interviews

Education

- B.S., Santa Clara University

Professional Highlights

- Co-developed/Co-facilitate – with fellow legal coaching pioneer and LawVision Co-Founding Principal Silvia Coulter – Coaching Advantage© Certification Program, an accelerated skills course for legal marketing and business development professionals, in partnership with Legal Sales and Service Organization (LSSO)
- +1,700 lawyer alumni of The Rainmaking Advantage program
- Developed and conducted key account programs to refine overall key client strategies for several global firms, including developing overall framework for team leaders, team members, meeting agenda, training and overall plans goals, measures and outcomes
- Aided top law firm rainmakers in delivery of +$2M in new revenue through custom sales coaching program

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