

Our Program: Client retention, client growth and new business development is the focus of this program. Rainmaking Advantage is delivered by our team of sales experts who are former sales professionals and experienced business developers. We will work with your firm's lawyers to improve their skills and their commitment to winning new business, retaining existing clients and enabling those clients to entrust the firm with more work.

Deliverables

Topics covered in the workshops include:

- Understanding the difference between business development and marketing and having the right mix of both
- Following the stages of the sales cycle
- Tracking, monitoring and leveraging contacts
- Developing and managing a marketing and business development plan
- Developing a custom value proposition
- Approaching a prospective client
- Conducting an effective needs assessment and presenting firm solutions
- Managing a sales pipeline and forecasting revenue

Benefits

- Greater individual confidence in dealing with clients and prospects
- Improved partner engagement in business development
- More interaction with clients and prospects by partners and associates
- More strategic, focused, and effective business development activity
- More revenues per partner over time
- Better predictability and forecasting of revenue based on plans

How We Do It

- We assess the current knowledge, skills and needs of attendees
- We train in a group setting with individual follow-up monthly coaching
- We institute a rigorous business development process with step-by-step strategies that each attorney can execute with help from professional development people
- We leverage our law firm CBDO/CMO and professional sales experience and work with each individual to help them drive revenue

Every program graduate will be provided with a personal business development plan or updates to their existing plan, a contact activity tracker, and ongoing generation of sales management pipeline reports.

Enrollees for This Program

Equity Partners, Income Partners, Counsel, Associates

For more information, please call 978-526-8316 or email us at kgendron@lawvisiongroup.com