

REGISTER
TODAY!



RAINMAKING ADVANTAGE[®]

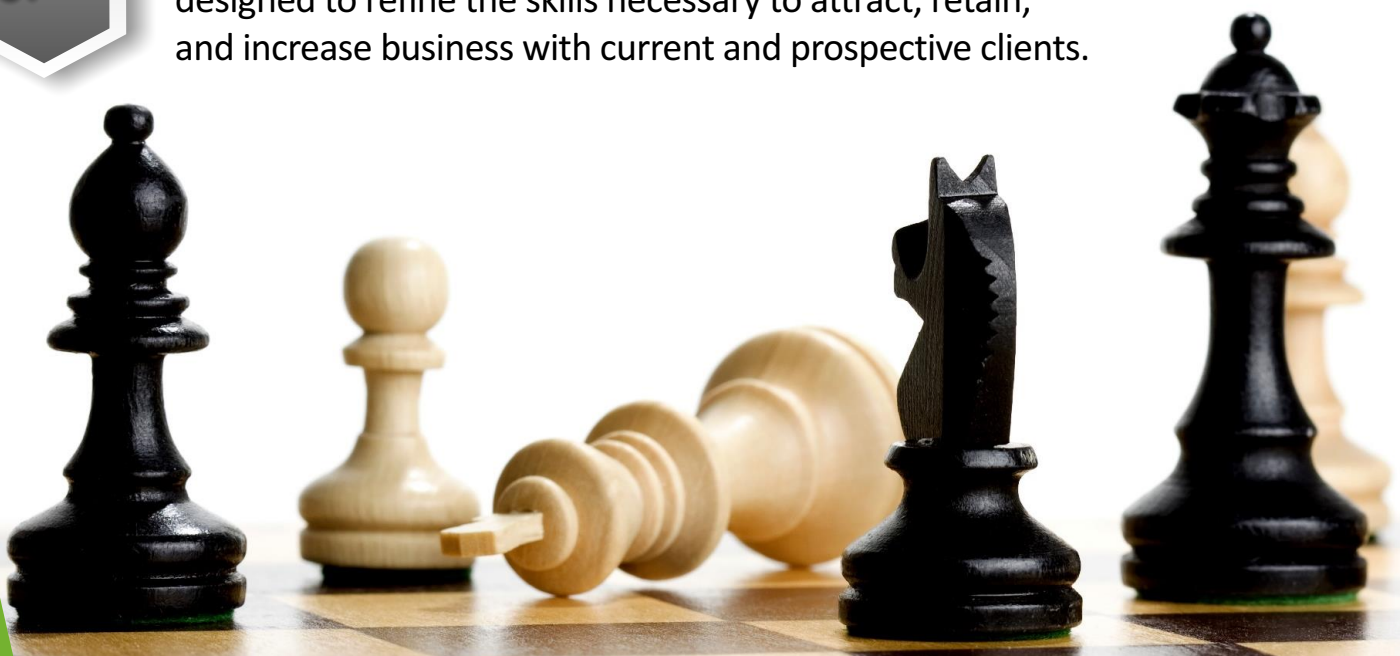
BUSINESS DEVELOPMENT TRAINING FOR LAWYERS

VIRTUAL
WORKSHOPS

ONLINE **SEPTEMBER 2, 2020**

ONLINE **OCTOBER 14, 2020**

RainMaking Advantage is a unique, virtual 4.5-hour program designed to refine the skills necessary to attract, retain, and increase business with current and prospective clients.



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LawVision 
Creating Competitive Advantage



RAINMAKING ADVANTAGE[®]

BUSINESS DEVELOPMENT TRAINING for LAWYERS



Competition for legal services has never been tougher. Lawyers need every advantage to build their relationships with their clients and obtain new business.

RainMaking Advantage is a unique, virtual 4.5-hour program designed to refine the skills necessary to attract, retain, and increase business with current and prospective clients.

This interactive workshop will be led by seasoned law firm sales and business development experts with over 40 years of combined experience helping firms and lawyers to drive new revenue.



**GAIN A SOLID
FOUNDATION
of BUSINESS
DEVELOPMENT
SKILLS**

AGENDA

- 1 **ORGANIZING for BUSINESS DEVELOPMENT**
- 2 **APPROACHING YOUR CONTACTS and CLIENTS**
- 3 **ASSESSING OPPORTUNITIES**
- 4 **PRESENTING YOUR SOLUTION**
- 5 **CLOSING ENGAGEMENTS**
- 6 **RETAINING and GROWING CLIENTS**

TEN BENEFITS of ATTENDING

- ▶ Develop your individual marketing action plan to focus your efforts on the 20% of client business that really matters
- ▶ Master tactics for approaching prospective clients and referral sources
- ▶ Learn the five key steps for client retention and growth
- ▶ Hone your strategies for developing a can't-miss referral network

- ▶ Hear the key activities that lead to success
- ▶ Develop strategies for integrating business development in the midst of billable time
- ▶ Build and leverage your network of contacts
- ▶ Find common ground for building new relationships
- ▶ Cross-sell more effectively
- ▶ Craft a pipeline for tracking and closing business

FACULTY



Silvia L. Coulter Principal

Silvia is a co-founding Principal of LawVision Group. A sought-after speaker and recognized leader in law firm business development and sales strategy, Silvia assists firms with strategic business planning, key client retention and growth strategies, client service strategies, and leadership and organizational culture. Silvia is the co-author of three books: *The Woman Lawyer's Rainmaking Game*, *Rainmaking Advantage*, and *SAM-Legal: Beyond Key Clients*. She is a former sales executive at a Fortune 50 company, and a co-founder and active board member of the Legal Sales and Service Organization. She is a former President of the Legal Marketing Association and is an elected Fellow of the College of Law Practice Management.

<https://lawvision.com/consultants/silvia-l-coulter/>



James A. Cranston Principal

Jim is a Principal and Co-founder of LawVision Group. He is widely recognized as a leading authority on sales and business development in the legal industry. Prior to LawVision, Jim spent four years as a Managing Director at Hildebrandt International, where he consulted with many of the AmLaw 100 law firms on improving their business development and marketing focus. Before his consulting career, Jim was the Director of Business Development at an AmLaw 25 firm in San Francisco, and a sales executive for fourteen years building executive level relationships for consulting services at Arthur Andersen and PWC. Jim is the co-author of *Rainmaking Advantage*, a book to help lawyers with the business development process.

<https://lawvision.com/consultants/james-a-cranston/>



REGISTER TODAY!



Registration fee for the 4.5-hour program training is **\$995** per person which includes a comprehensive workbook and tools. Discounts are available for 3 or more individuals from the same organization.

Training Dates: 9/2/20 or 10/14/20

Time: 11:00 am - 3:30 pm ET



or



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REGISTER

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