



## COACHING PROGRAMS

- Benefits** Our business development coaching programs:
- Increase business development results and client retention rate
  - Save lawyers time
  - Develop skills and habits which continue to pay off after the program ends
  - Focus limited marketing time and scarce resources on the activities that are most likely to lead to new engagements
  - Help lawyers undertake business development activities that they want to accomplish, within a weekly time commitment they agree to.
- Every program is customized** Every LegalBizDev coaching program is customized to fit each individual's practice, personality, and schedule, including special programs for litigators and for lawyers affected by the down economy.
- A typical program includes**
- A one hour initial meeting or call to discuss the background and goals of each lawyer. We then discuss best practices from other firms that relate to each individual's goals, and brainstorm initial action items.
  - Eight additional thirty minute calls over two to six months to monitor progress, pursue the most promising opportunities, assure efficient follow-up, and to reinforce business development skills and long-term habits.
  - A written report after each call summarizing progress to date, and planned next steps to encourage accountability. If several lawyers participate at the same time, group reports are submitted to lead to a friendly competition in which everyone accomplishes more.
  - Support between calls to increase results. We will help you with market research, draft emails to help you reconnect with former colleagues, write an agenda for a business development meeting, edit your PowerPoint presentation to increase its marketing impact, or do whatever it takes to help you bring in new business.
  - One copy of *The LegalBizDev Success Kit™* a multimedia reference that includes an A to Z encyclopedia of advice for common legal marketing situations, a course on legal business development on three audio CDs, checklists, quick references, and much more. These proprietary tools increase coaching efficiency, and help lawyers develop more new business, more quickly.

*"LegalBizDev coaching produced significant increases in new business and paid for itself many times over. It helped me to prioritize marketing efforts, improve communication with current clients, ask the right questions, and consistently advance relationships. I developed a more disciplined and assertive approach to marketing which increased my peace of mind and my results." - Tina Williams McKeon, Principal, Fish & Richardson*