

Our Program: Teaching skills for client retention, client growth and new business development are the focus of this program. Rainmaking Advantage® is delivered by our team of sales experts who are former sales professionals and experience business developers who will help your lawyers to improve their individual skills and their commitment winning new business and retaining existing clients.

Deliverables

After completion of our program, each partner will learn:

- The six foundational principles of business development
- The Rainmaking Advantage® business development process
- Best practices and key tools for optimizing business development activity
- The importance of individual styles and personality traits in the sales process
- The five stages of the sales cycle
- The various methods for turning contacts into clients
- How to do effective sales presentations and close on new business

Benefits

- Greater individual confidence in dealing with clients and prospects
- Better partner engagement in business development
- More interaction with clients and prospects by individual attorneys
- More strategic, focused and effective business development activity
- Elimination of frivolous or low ROI activities
- More revenues per lawyer over time
- Better predictability and forecasting of revenue based on plans

How we do it

- We assess the current knowledge, skills and needs of the lawyer
- We plan an individualized program for development of skills and results
- We conduct one-on-one training, with monthly follow-up coaching
- We institute a rigorous business development process with step-by-step strategies that each attorney can execute with help from professional development people

Each program graduate will receive a personal development plan and activity tracker with action plans and action steps. We also provide ongoing monthly follow-ups to ensure that action steps are taken. For lawyers encountering new client opportunities, we provide 24/7 coaching advice.

Length of Program/Engagement

Generally, 4 to 12 months, depending on specific needs and budgetary parameters

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