After The Handshake

... An Introductory Client Development Workshop For Associates

OBJECTIVE

To provide basic to intermediate lawyers with a two-hour overview of the client development/sales process. This workshop will include interactive discussions with the participants and will focus on organizing contacts and networking opportunities.

WORKSHOP COMPONENTS

- Learning the initial steps of the client development process
- Developing and organizing contacts
- Identifying ways to follow up and stay in communication with contacts
- Leveraging networking opportunities
- Making the most out of your outside activities
- Developing your "elevator pitch" in 15 words or less!
- Encouraging client development conversations – asking open-ended questions
- Finding your comfort level with client development... what works for you

PRE-SESSION WORK

A brief questionnaire will be sent to each participant prior to the workshop. This information will help to customize the presentation.

POST-SESSION ACTIVITY

Each participant will be provided with a personal action-plan format that will help them to identify two immediate client-development activities using the information learned in the workshop.

WORKSHOP SIZE

- 10-12 participants
- Associates in each workshop should be at similar levels

CONSULTANT

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