

CLIENT DEVELOPMENT SKILLS TRAINING

... THE ART OF DEVELOPING CLIENTS

OBJECTIVE

To provide lawyers with a customized half-day interactive workshop dedicated to the client development and sales process.

WORKSHOP COMPONENTS

- Overview of sales and marketing
- Rainmaking & selling legal services
- Learning the steps of the client development process
- Identifying and organizing your contacts
- Leveraging existing client development activities
- Increasing internal and external referrals
- Assessing an existing client and/or prospective client's needs
- Overcoming obstacles to obtaining client engagements and asking for the business

PRE-SESSION FEEDBACK

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

POST-SESSION ACTIVITY

Each participant will be provided with a format to develop a personal action plan at the end of the session. This will be used to identify immediate client development activities, using the information learned in the session.

WORKSHOP SIZE

- 12-15 participants
- Participants in each workshop should be at similar levels

FACILITATOR

Hollis R. Chase