

# POPULAR “SALES” TOOLS FOR LAWYERS

## Julie Savarino of Business Development Inc. Helps Create During Rainmaker Coaching™ Service Process

1. [Upgraded BusDev Organization System](#)
2. [Upgraded BusDev Action Plan](#) — If not in writing, help create one; if in writing, dovetail into internal and external efforts
3. [Improved Use of BusDev Time Allocation, Management, Reminders & Auto-Reminders](#)
4. [Market Identification](#) — Internal and external: who do you serve and where are they?
5. [Target Market ‘Buckets’](#) — Identifying primary pond/buckets/places; what lists to get, what to join, where to write, where to speak, etc.
6. [Your BIO](#) — Keywords; SEO optimize; all publications, credentials, speaking engagements, memberships, pro bono, etc.
7. [Your “Sales” Pipeline/Contact List](#) — One place where all contacts (ALL) live, are organized, categorized and regularly added to = Outlook (with CRM overlay); use of categories and CRM – who knows whom, who know what
8. [Key Competitive Advantages/Unique Selling Proposition\(s\)](#)
9. [Elevator/Train/Plane/Cocktail Party Speech](#) — Narrow and broad verbal positioning
10. [RFPs/Proposals](#) — How to get on key ‘short lists’, how to initiate proposals and win new business
11. [Presentation Skills](#) — How to make the most of speaking opportunities to get new business
12. [Conflicts](#) — Reactive and preparatory for main prospects; legal and business
13. [New Matters/Cases](#) — New for existing and brand new clients, how to’s
14. [Auto-Alerts](#) — Monitor and state courts not on line, filings (IP, bankruptcy actions); Google alerts; RSS feeds
15. [Your Mobile Device\(s\) for Bus Dev Purposes](#) — Use of apps
16. [Research, Briefing, Staying Informed](#) — Which will help, how to’s
17. [Key Client Reviews](#) — For existing and/or firm clients (help organize) for your clients (no matter how small)
18. [End of Case/Matter Communications](#)
19. [Firm advisories/newsletters/alerts](#) — Opt-in list/link/sheet, CRM categories, how to generate “leads” from writing
20. [Referral Sources](#) — Your system, upgrade your referral system, thanking, reciprocity, identifying new referral sources and getting more
21. [‘Tip Sheets’](#) — Cross-sell/service, referral sources, FAQs and responses, resources and suggested next steps
22. [Follow-Up Systems & Procedures](#) — Upgrade, identify what will work best, create and/or automate
23. [Converting to Writing](#) — Create/populate a template bank
24. [Introductions](#) — As appropriate, to over 2,500 in-house counsel and other major buyers of legal services.
25. [Other, Custom Programs and Services](#) — As appropriate

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