



Want to save time, make more money, get new clients, win new business and/or advance your career? This book of checklists contains immediately usable, actionable, proven, step-by-step tips that will increase results and return on investment (ROI) from common business, client development, sales and selling activities used by lawyers, law firms and other professional services providers.

If you want to maximize ROI from your business development and sales efforts, **this book is a must-have for lawyers, professional services providers and in-house marketing/business development staff!**

Because this book is written in checklist format, it eliminates the need to spend lots of non-billable time reading various books about business development, client development and/or selling professional services, and then spend even more time getting that information into a usable format. **All the best tips and to-dos are in one place – this book!** Buy it today.

Checklists in this Book:

1. **Received an RFP/RFI?** How to Make the Best “Go/No Go” Decision: 12 Tips to Maximize the Results From Your Time, Effort and Investment
2. **Have a New Business “Pitch” Meeting Coming Up?** 21 Proven Tips on Ways to Win
3. **Meeting With a Prospective Client?** 8 Tips to Maximize the Results From Any One-on-One or Small-Group Sales Meeting
4. **5 Keys to Effective Cross-Servicing/Cross-Selling**
5. **Attending a Conference or Seminar?** 12 Tips to Maximize Your Results From Attending
6. **Making the Best First Impression: 16 Tips for an Effective Introductory Speech** (commonly known as an “Elevator Pitch”)
7. **Speaking at a Seminar or Conference?** 8 Tips to Maximize the Results From Your Speaking Engagement
8. **Doing a Webinar Presentation?** 11 Ways to Get the Best Results From Your Time and Effort

What Readers Say About This Book

“What a brilliant idea to develop very practical checklists for business and client development activities! This is not just a book to read; it is a reference manual to use repeatedly, as you navigate everything from responding to RFPs, to engaging in cross-selling or maximizing your results from attending a conference.”

[Patrick J. McKenna](#), Principal, McKenna Associates Inc.

“This book of checklists is a must-read for any lawyer or professional interested in getting the best results from non-billable time they invest in client development, new business development and sales efforts.”

[AJ Moss](#), Member, Dickinson Wright LLP

“Similar to the lawyers I work with, I am too busy to do the things I should do, which is why this book is so great. It is broken down by business development activity - from deciding the Go/No-Go of an RFP, to how to make the best use of your time investment in a webinar - all in my favorite format of checklists and numbered lists. Whether you are an attorney sitting at your desk not sure where to start, or a business development professional coaching an attorney on next steps, this book is a great guide.”

[Heather Morse](#), Director of Marketing, Greenberg Glusker LLP

“This book of checklists is an excellent resource. It provides lawyers and other professional services providers with specific, proven, and step-by-step things to do to get the best results from business and client development activities and efforts. Julie Savarino created this book by combining her over thirty years’ experience.”

[Michael B. Rynowecer](#), President, The BTI Consulting Group

"This book is a comprehensive yet concise, pragmatic, immediately actionable set of resources. These checklists are a must-have for the desktop or the briefcase of any attorney, business development professional, or legal marketer. Julie Savarino provides context and just the right amount of 'what's-in-it-for-me' to motivate change and growth, leveraging her wealth of experience as a legendary thought leader and coach in the legal marketing field. This book of checklists is invaluable."

[Roy Sexton](#), Senior Marketing Manager, Clark Hill PLC



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