

Mastering the "Sales" Process for Lawyers©

Training & Coaching Program Description

This nationally renowned, highly rated business development program was created by the founder of the acclaimed "Marketing Partner Forum". Even if you have participated in sales training or client development courses before, this master-level program is truly a step above and will greatly improve your current abilities.

Program benefits –

Each attendee will:

- Gain intimate familiarity with each step of the 'sales' cycle and process for lawyers;
- Identify and apply what works and 'best practices' when selling legal services;
- Learn how to prepare for and analyze new business opportunities using (as available within the firm) Redwood Analytics, research such as Westlaw's Monitor Suite or Lexis-Nexis atVantage (as appropriate);
- Learn how to make the most out of your contacts and convert them into clients;
- Pitch real-life clients and experience their candid and direct feedback - past General Counsel speakers/instructors include: Michael Gruskin, Deputy General Counsel, **General Motors Corp.**; Craig Glidden, General Counsel, **ChevronPhillips Chemical Co.**; Frank Politano, Chief Trademark & Copyright Counsel, **AT&T Corp.**; Elisa Garcia, EVP & GC, **Domino's Pizza**; Kevin Harrang, Deputy General Counsel, **Microsoft Corporation**, Robert Ver Heulen, Deputy General Counsel, **Meijer**, John Baumann, Jr., General Counsel, Legal Compliance Officer & Secretary, **Steel Technologies Inc.**, Mark Stall, General Counsel, **xpedx**, a division of **International Paper**, and Laura Kaster former Chief Litigation Counsel, **AT&T Corp.** and
- Generate a personalized Money Book™ and 'sales pipeline' to methodically and systematically develop profitable new business.

Here are the steps (that will be tailored for each firm/group) -

1. **WEEK TBD** – the initial prep meetings: a "get to know you and your practice" assessment call – approx. one hour in duration. Outline of discussion points and specific date/time to be provided.
2. **RIGHT AFTER THAT MEETING OR BEFORE** – Each participant completes the online, secure Personal Style survey – directions to be provided.
3. **APPROX. 3-4 WEEKS LATER – ACTUAL DATE TBD** (preferably a Monday) - All-day on site training program with guest speaker (a real client or prospect).
4. **THAT SAME WEEK** – Group training session followed immediately by in-person, one-to-one, 1.25 hour coaching meetings to finalize and launch each participant's action plan. Those from other offices will be scheduled first and also have the option to do the meeting via webcast or phone.
5. **DATES TBD - Individual coaching mtgs** – TBD based upon participants preference and schedule. A coaching sign up sheet will be distributed at end of group training session. Six individual, personal coaching sessions (held by phone, email and/or web) over the course of the program.
7. **DATE TBD** – "Best Practices & Program Highlights" follow-up meeting, 3 hours in duration – can be held in person or by webcast.

The total time investment per participating attorney is approximately 15-40 hours – spread over approx. 6 months. Eleven of those hours will be spent in the group training sessions, the remainder is spent in the personalized coaching sessions and follow-up efforts. The total time investment per participant depends upon the effort each participant wants to put into their efforts.

Here is what some past attendees say about this program:

“Julie Savarino’s program is extremely useful, very informative and immediately helpful to my business development plan. The program’s practical foundation and approach will help me use my limited, available business development time and efforts most productively. Applying what was covered to real client development situations is an invaluable feature of this program. I highly recommend it to any lawyer interested in becoming the best business developer they can be.”

Carlton Johnson
Partner, Archer & Greiner
Philadelphia

FROM LINKEDIN - *“Julie is a true expert whose program was focused from start to finish on taking action and achieving results. I am so grateful to have had the opportunity enjoy her expertise and electrifying energy. She was just the business development spark we needed!”* **Top qualities:** Expert, On Time, High Integrity

Lisa C. Young
Client Services Director, Smith, Haughey, Rice & Roegge
Grand Rapids, Michigan

“This program was very useful, valuable and well done. It was a good use of my time and since attending my practice has benefited from the information gained from participating”.

Joseph D. Glatt
Senior Associate
Schulte Roth & Zabel LLP
New York

“Julie Savarino has amazing energy, enthusiasm, and practical insights from her own experience, which makes her 'Mastering the Sales Process' an effective and useful seminar for lawyers looking for that competitive edge in seeking/attracting/pitching potential clients. The best part is the participation of actual in-house counsel who provided seminar participants genuine, sincere and valuable feedback on what to do, and what not to do in seeking new business clients and in building successful, long-term client relationships. To those attorneys who are interested in mastering the art of business development, I definitely recommend Julie Savarino's program.”

Stephanie Sparks
Shareholder
Hoge, Fenton, Jones & Appel, Inc.
San Jose, California

FROM LINKEDIN - *“Julie works with me to provide business development training and coaching programs to various groups of lawyers in our firm. She provides outstanding services, capabilities, responsiveness and coaching to me, our department, firm and participating attorneys. I have the utmost confidence in Julie's knowledge of the business development process and her proficiency in training others to employ her methods.”*
Top qualities: Personable, Expert, High Integrity

Terry Cook
Business Development Manager
Greenebaum Doll & McDonald
Louisville, Kentucky

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