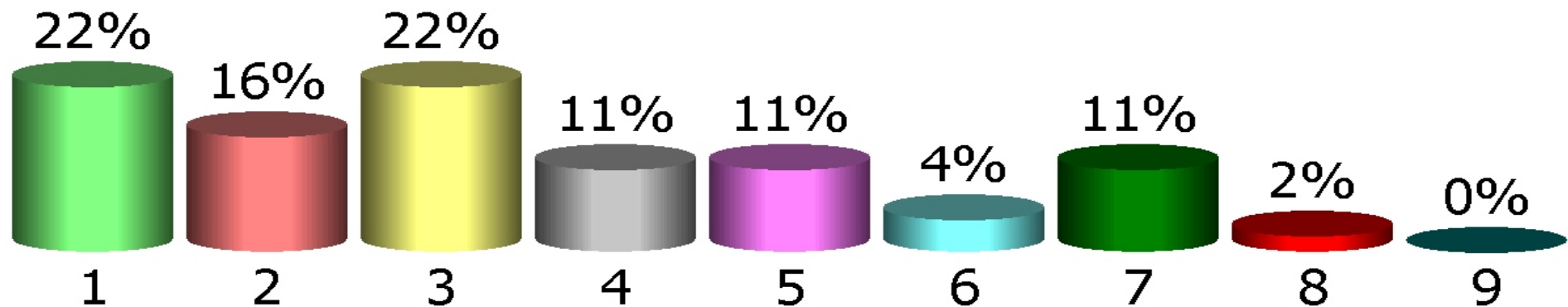


Generally, what business development activity generates the best & strongest results for YOUR FIRM?



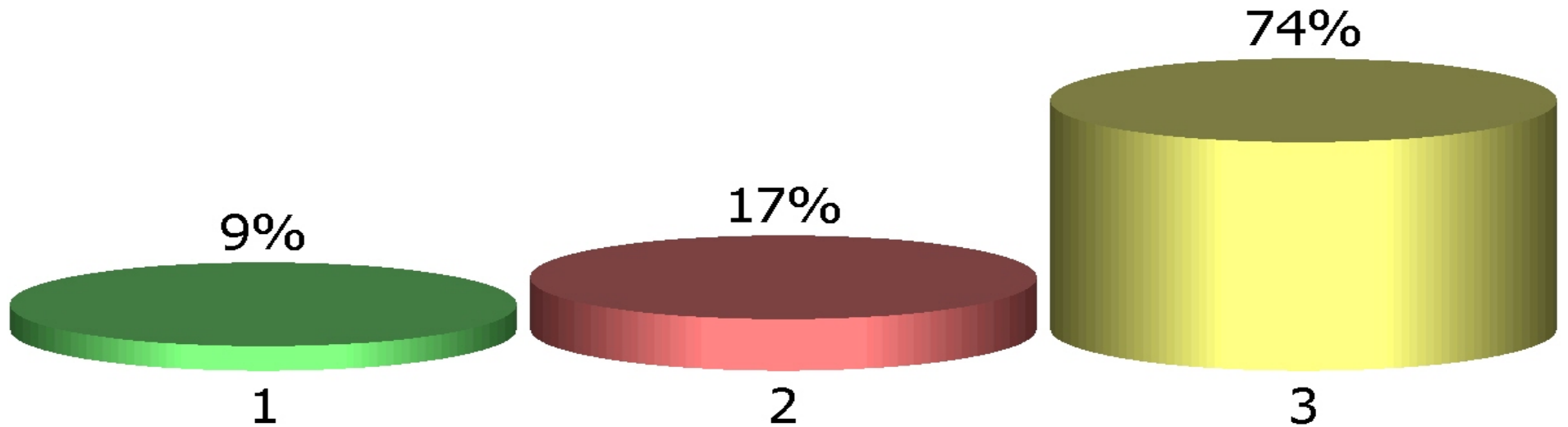
Generally speaking, the single greatest marketing challenge YOUR FIRM currently faces is:

1. Developing more rainmakers
2. Helping practitioners find/make time to develop business
3. Follow-up on the opportunities we currently have
4. Effectively focusing our efforts
5. Increasing the firm's visibility/position in the marketplace
6. Effectively responding to the increased competition
7. Shifting our traditional mindsets and behaviors
8. Effectively penetrating new markets
9. Other



Do you think rainmakers are:

1. Born that way – they have a generic predisposition to sell
2. Can be made, taught, can learn how to become a rainmaker
3. Combination of both

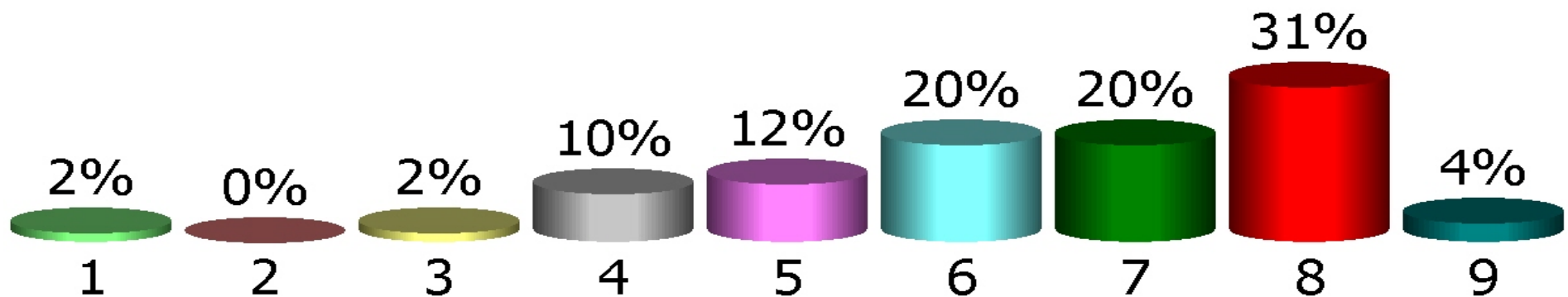


Generally, what business development activity generates the best & strongest results for YOU?



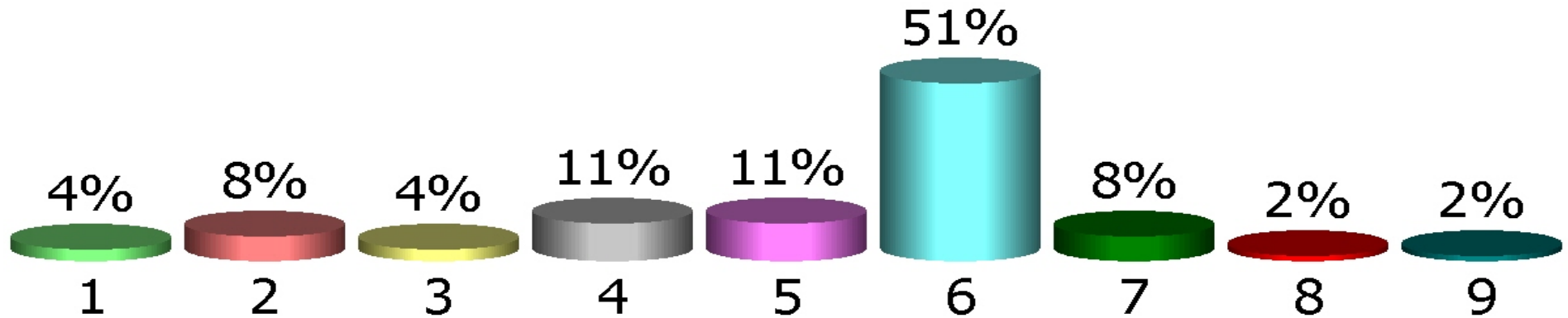
AS AN INDIVIDUAL - on an annual basis, approximately how much MONEY/out of pocket costs do you spend/invest in your business development/marketing efforts and activities?

1. Less than \$1,000 per year
2. Between \$1,001 - \$2,000 per year
3. Between \$2,001 - \$3,000 per year
4. Between \$3,001 - \$4,000 per year
5. Between \$4,001 - \$5,000 per year
6. Between \$5,000 and \$10,000 per year
7. Between \$10,000 and \$20,000 per year
8. More than \$20,000 per year
9. Other



Approximately, how much NON-BILLABLE time do you spend annually on marketing and business development efforts and activities?

1. Less than 100 hours per year
2. 100 - 125 hours
3. 126 - 150 hours
4. 151 - 200 hours
5. 201 - 250 hours
6. 251 - 300 hours
7. Time requirements vary considerably by my personal plan(required by firm)
8. Time requirements vary considerably by my personal plan
9. Other



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