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KEYNOTE SPEAKER AND AUTHOR

RAINMAKING TRAINING PROGRAM – Two Hours

In 2013, Lawyer Metrics and I released The Rainmaking Study. This groundbreaking study was based on two years of testing and interviewing 300 attorneys across the country – some of whom were identified as rainmakers and others as client service partners. The study captured the personal characteristics that distinguish rainmakers from client service partners and confirmed the importance of reputation and relationships in developing new business.

This training program uses the Rainmaking Study as the starting point for building the personal skills – skills that aren't taught in law school or for that matter in most business development programs – that can increase an attorney's ability to bring in new clients.

WHAT IS THE FORMAT? This program begins with a 40 minute presentation of the Rainmaker Study by me, which is filled with information and real life stories, followed by a panel discussion that lasts 60 minutes and a 20 minute interactive exercise.

The Panelists. I recommend 3 panelists – two rainmakers from your firm and a GC or senior person who gives out business. The only requirement for being on the panel is that the law firm participants talk openly and candidly about how they have built their books of business and the in-house person talk openly and candidly about what works and, what doesn't, in building relationships that lead to business opportunities.

The Panel Discussion. This it is not your standard panel. It is conducted in an interview style and is quite interactive and dynamic. Panelists don't use stock phrases like "become a trusted advisor." Instead, the discussion is oriented toward practical take away tips on issues like:

- How attorneys can establish trust in meetings or during pitches and proposals,
- What clients actually care about when being pitched for business,
- What role fees play in getting new business, and
- What factors, other than reputation, made a difference in choosing new counsel

The panel discussion is fast paced, fun and informative and attendees leave with practical and easily implementable tips on how to change or enhance their business development efforts.

DOES IT WORK? Yes. I have conducted this training at firms, conferences and bar associations across the country with great success. I am happy to provide references upon request.

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