

Programs for Associates

As In-House Training or Customized Web Seminars

Gain from Your Firm's Hidden Assets

Business development is now an essential professional skill in the legal world. Your associates know this fact and want their firm to provide them the skill building they need to excel in business development.

Associates also offer a hidden asset for your firm in business development.

With the right training and support, your associates provide:

- An extensive network of contacts that can lead to service opportunities for your firm
- A source of potential business leads based on their association and organizational involvement
- An additional set of eyes and ears that can spot added service opportunities in their work with existing clients
- A relationship building force who can strengthen and extend your relationships within client organizations
- A new wave of entrepreneurs who can be unleashed to grow vital service areas
- A source of research and analysis that partners can leverage to promote high growth service areas
- A group of tech-savvy resources who can deploy the latest online social networking tools to enhance your marketing.



Associate Business Development Curriculum

Developing Your Personal Plan

How rainmakers generate work
You don't have to change your personality to succeed
How to motivate yourself
How to market weekly & daily
Building client relationships
The 5 arenas of success for associates

Building Your Professional Network of Business Relationships

Inventorying your existing contacts
Asking for introductions
Targeting and working the right organizations
Marketing yourself internally

Conducting Business Development Dialogues

Why you should never sell or promote
Leveraging your already existing skills
Acting like a business doctor
How to network
How to ask for commitments

Generating Work via Social Networking

Avoiding wastes of time
Setting up a business generating profile
How to target and receive introductions
Joining the right groups
Positioning yourself as a go-to expert

About the Apollo Business Development Program Trainers & Coaches

We have extensive, on-point experience in training and coaching lawyers in business development. When you retain us, you are hiring a team with a combined 50 plus years of business development experience including many years at major law and consulting firms.

We have trained hundreds of lawyers to generate new business. Our overall experience ranges from advising a 3,000-lawyer global firm to a 25-lawyer litigation boutique, and we will bring all our insights to you. You may already be familiar with our online CLE programs for attorneys at PBDI.org, a joint venture of Larry Bodine Marketing & SAGE PDI, Inc.



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