

Best Practices Initiative for Litigators

A Series of Four Programs as In-House Training or Customized Web Seminars

Gain Strong ROI from Their Success

Litigators often suffer from feast or famine in their business development. They face the bane of one-shot litigation work that fully occupies their attention. Then, when the matter is over, they have to scramble around for the next case.

Litigators face special challenges to success in bringing in business. They must find a way to do continual relationship building, network cultivation and busi-

ness exploration in spite of the peaks and valleys of work.

In addition, they must establish and foster a niche reputation that attracts clients. And they must team and co-market with allies both inside their own firm and within the legal community.

Investing in the business development success of your litigators provides a strong ROI for your firm:

- Increased ability to leverage current matters to cultivate ongoing, advisory relationships with clients

- A broad and deep network of allies and referral sources to scout out opportunities and land them
- Unleashing the business development force of all your litigators rather than depending on a few rainmakers
- Finding and attracting new business in profitable market niches
- Valued, indispensable members of your client and target client teams
- Continuous pipeline of leads and potential business



Best Practices of Business Development for Litigators

1. Basics: What Litigators Must Do for Business Development Success

- Litigators' unique challenges
- Rainmaking role models and success patterns
- Litigators' four-pronged business development blueprint
- Leveraging matters to build ongoing client relationships
- Cultivating the right networks and professional reputation

2. Building Your Professional Network of Business Relationships

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

3. Leveraging Your Existing Professional Skills

- The mindsets and assumptions that hold attorneys back
- Why you never sell or promote
- Leveraging your existing skills
- Transitioning personal contacts into business relationships
- Acting like a business doctor
- How to ask for the business

4. Follow-up Monthly Coaching Sessions to Win Business

- Executing a tailored plan
- Building habits for success with weekly/daily activity goals
- Reviewing progress and providing accountability
- Help on specific opportunities
- Building the right mindset, confidence and motivation
- Addressing obstacles

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.



Reach for the moon with Apollo Programs at your firm.