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Nota di contenuto	Intro -- Title Page -- Copyright -- Contributors -- Contents -- Chapter 1. Learn from the Experts -- Chapter 2. A to Z Business Development Guide For Lawyers -- Chapter 2's Index of Topic Titles -- Chapter 3. Avoid These Disasters -- Chapter 3's Index of Topic Titles -- Chapter 4. Summary and Conclusion -- Exhibits 1-4: Questions For Strangers/Potential Clients/Clients -- Exhibit 1. Five Good Questions Upon Meeting Someone -- Exhibit 2. Twenty Questions you Should Ask Current and Prospective Clients -- Exhibit 3. Rainmaking Advantage® Key Talking Points/Scripts -- Exhibit 4. Five Tips for Turning Introductions into Opportunities -- Exhibits 5-10: How to Identify and Create Ideal Target Client List -- Exhibit 5. Answer Five Questions to Identify and Find New Clients -- Exhibit 6. Developing a Target Market Prospect List -- Exhibit 7. The Best Way to Catch New Clients Find Their Associations and Get Actively Involved -- Exhibit 8. How to Identify Your Ideal Client Target List -- Exhibit 9. Save Client Targeting Time & -- Money-80/20 Approach -- Exhibit 10. Defining the Ideal Client: Using PRIZM -- Exhibits 11-16: Business Development Plan Templates -- Exhibit 11. Individual Marketing/Business Development

Action Plan ("IMAP"sm) -- Exhibit 12. Business Development Contact Activity Tracker -- Exhibit 13. Business Development Tracking Form: By Category -- Exhibit 14. Business Development Tracking Form: Activities -- Exhibit 15. Business Development Tracking Form: By Name -- Exhibit 16. Sample Associate Professional Development Plan -- Exhibits 17-20: Understanding the Sales Process -- Exhibit 17. A Brief Summary of The Sales Process -- Exhibit 18. Comparing Legal Skills To Sales Skills During Client/Buyer Acquisition Steps -- Exhibit 19. The Business Development Cycle -- Exhibit 20. 10 Ways To Ask For The Order -- Exhibits 21-25: Marketing Firm/Self. Exhibit 21. Role of Marketing and Business Development During Client's Hiring Process -- Exhibit 22. The Ten Most Effective Law Firm Marketing Techniques -- Exhibit 23. This One Statistic Will Define Your Entire Client Strategy -- Exhibit 24. Turn Every Vendor Into a Potential Referral Source -- Exhibit 25. Developing an Effective Elevator Pitch -- Exhibits 26-28: Key Business Development Topics -- Exhibit 26. How to Hire a First-Year Associate Who has Rainmaker Awareness -- Exhibit 27. Stress, Anxiety and Depression -- Exhibit 28. Draft Law School Curricula On Law Practice Business Development -- Exhibit 29: 300 Questions to Test Your BD IQ/Answers in The Book -- Exhibit 29. Over 300 Business Development Questions -- Exhibits Index of Topic Titles -- Appendix A. Biographies of Contributors -- Appendix B. Author's Request -- Acknowledgments and Dedications -- About the Author -- Index.

Sommario/riassunto

Every law firm needs a business development strategy—rainmakers are the breadwinners for firms and the heart and soul of recruiting and maintaining clients. But how are rainmakers created? How do you turn a smart law school graduate into a marketing maven? And how does law firm management ensure that members of the firm are learning the art and science of being a rainmaker? Building Rainmakers: The Definitive Guide to Business Development for Lawyers is a complete encyclopedia of business development training techniques, indispensable advice for law firm management, partners, and associates looking to successfully bring in clients. Tips and tools are distilled from interviews with more than thirty leaders and innovators in rainmaking and business development training, including associates, partners, and mentors from Baker McKenzie, Stinson Leonard Street, Duane Morris, Nixon Peabody, and the LawVision Group. A clear and precise business development mentoring path can give law firm leaders confidence that the firm is creating and deploying rainmakers. Building Rainmakers provides not only business development techniques that can help your law firm train and coach very talented attorneys into very successful rainmakers, but also the metrics necessary to make sure it's happening and measure its progress. The new market reality requires a very high level of business development skills. Building Rainmakers will help you and your firm compete in today's highly competitive marketplace. Praise for Building Rainmakers "In my opinion, Building Rainmakers is the new Webster's of rainmaking and legal marketing. As you know, its list of contributors reads like the who's who of legal marketing experts across the country. The chapters are all encompassing, substantive and very easy to follow and understand their content. It should be required reading for all lawyers. It will be required reading for all Burr & Forman lawyers. I really am impressed with all that has gone into this and I believe it will be a wonderful teaching and learning tool for lawyers across the country." —W. Lee Thuston, Partner, Burr Forman, Birmingham, AL "Kudos to author David Keller for gathering some of the 'best in the biz' who share many expert ideas, advice, and concrete steps all targeted at successful business generation. From business development to

coaching to elevator pitches to having a client focused approach, the quick find feature of alphabetized topics makes it easy to locate a bounty of ideas from some of our industries' best minds. The exhibits at the back of the book offer forms to help marketers turn the ideation of successful business development into action." —Merry Neitlich, Partner, Extreme Marketing, Irvine, CA "David Keller's newest offering, Building Rainmakers, is a must-have for legal professionals involved in business development at any level. Whether searching for an in-depth strategy or simply for the answer to a quick question about a particular piece of the business development process, there is something for everyone. David brings together a 'who's who' of business development leaders to share insights and best practices, in an easily navigated format. Don't miss out on this valuable resource." —Paula K. Barnes, President, Association of Legal Administrators (2014-2015), Legal Administrator, Burr & Forman LLP, Nashville, Tennessee "Building Rainmakers = Success Stories You Can Implement + Practical Advice from True Authorities. Thank you David King Keller. This is a MUST read for all in the industry! " —Beth Cuzzone, Co-Founder and Board Member, Legal Sales and Service Organization, Director of Client Service & Business...
