

# IN THE NEWS

OUR THOUGHTS, IDEAS AND OPINIONS ON BUSINESS DEVELOPMENT HAVE BEEN FEATURED IN SEVERAL OF THE WORLD'S LEADING LEGAL PUBLICATIONS.

April 09, 2010



Another Weapon in the  
Midsize Firm Arsenal

BY ALLAN COLMAN

August 2010



Death of a Salesman:  
Ethical Concerns and  
Legal Marketing

BY DAVID GROSSBAUM  
AND ALLAN COLMAN

July 14, 2010



Selling Services to Law  
Firms: Are You Up to  
the Challenge?

BY ALLAN COLMAN

August 2010



Taglines Revisited:  
How They Support  
Business Development,  
How They Don't

BY ALLAN COLMAN

June 29, 2009



In this Economy, the Old  
Rules no Longer Apply

BY EMILY HELLER

October 2010



Rules of the Game:  
Business Development  
for Lawyers

BY DAVID R. MYLREA  
AND ALLAN COLMAN

## QUOTES

*"Your job in selling is to ensure that...what you are selling is a need-to-have, not a nice-to-have, and that by partnering with you (not just buying from you) they are investing in their own success."*

– SELLING SERVICES TO LAW FIRMS: ARE YOU UP TO THE CHALLENGE?  
BY ALLAN COLMAN.

*"Competition for business is intense, time is short, and there's no time like the present to hone your business development skills and develop your personal book of business."*

– RULES OF THE GAME: BUSINESS DEVELOPMENT FOR LAWYERS.  
BY DAVID R. MYLREA AND ALLAN COLMAN.

## RECENT SPEAKING ENGAGEMENTS

- Beverly Hills Bar Association
- Rhode Island Bar Association
- Legal Marketing Association — Kentucky Chapter

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social media / reno-tahoe  
Dec. 8-10, 2010

