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CLOSERS RED ZONE



Feb 2009 e-newsletter
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CLOSE MORE BUSINESS NOW

Why are we called the Closers Group? We are all about "closing"; we are all about helping you become closers and building a firm-wide closing culture. Our history focuses us on closing. Our passion drives it."

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Attorney Marketing Myths

ATTORNEY SELLING REQUIRES COLD CALLS

A cold call can warm up pretty quickly if you can find something in common with your target and then use it to your advantage. A client with 15 years of practice was having trouble finding new prospects. After I suggested he review his law school alumni news letter..."

[To continuing reading this business development myth, and others, click here »](#)

COLMAN'S CLOSERS



GREAT NEW LITIGATION SUPPORT SOFTWARE

Law Prospector has announced its new software system built for litigation support sales teams and business development teams at law firms. Tens of thousands of active cases are available with one quick search. Developed by Ken Lopez, founder of Law Prospector and more information is available by clicking on www.lawprospector.com or sales@lawprospector.com

TIP OF THE MONTH –
In the fall issue of *The Woman Advocate*, Section of Litigation of the ABA, Alana K. Bassin, Esq. and Allan Colman authored an article, *Marketing and Business Development for Senior Associates*. To read this insightful piece, [click here »](#)

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