

January's Feature

Business Development Lemonade: What to Do with the "Lemons" of Lost Clients
What would you do if you lost your largest client? Would the setback stop you in your tracks? How badly would the firm suffer?

While losing a major client can be disastrous, it is hardly the time to curl up in a ball and cry. As they say: "when you get lemons, make lemonade."

[Make Business Development Lemonade »](#)

Red Zone Links



Todd Felts
Senior Business Development Director, Of Counsel

As a former senior business development executive at one of the nation's largest labor and employment law firms, Todd helps clients pursue cross selling opportunities, find new clients and markets, and organize aggressive communications strategy.

Currently, Todd is a professor of public relations in the Reynolds School of Journalism and National Center for Courts and the Media at the University of Nevada Reno.

[About Us »](#)

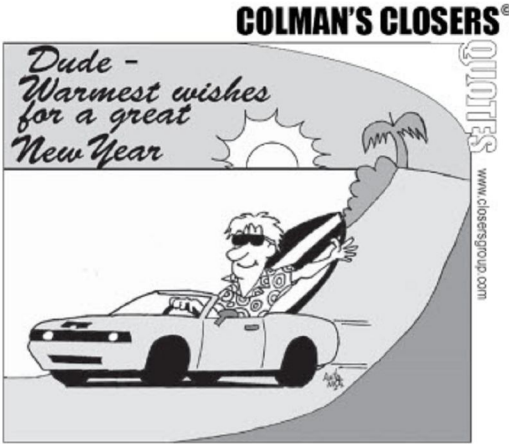
Attorney Marketing

You Decide. What Do You Want to Know?

For several years we have been writing this RED ZONE newsletter, 2-3 "tactics" blog posts per week, and have published numerous articles on lawyer marketing. Many of our topics have come from clients. But we want to know what you would like us to feature. Please suggest topics in law firm business development that are of great interest to you.

[Tell Us What You Want to Learn »](#)

Business Development Cartoon



The RED ZONE Approach

CLE Seminars at Your Firm

The Closers Group is currently scheduled to present the following CLE programs at retreats, conferences, and law firm and association meetings:

Closing in on the RED ZONE - Lawyers are the Missing Link in Business Development

Death of a Salesman - Ethical Concerns and Legal Marketing

Closing by the Numbers - All Strategies Demand Tactics

[Schedule a Seminar or Workshop Today »](#)

Tip of the Month

Interim Marketing and Business Development Support

Our firm, which specializes in business generation, is currently providing on-site business development and marketing services to help clients grow now. We add value and support to your marketing staff with no overhead.

We are a group of experienced and proven results-oriented former CMO's and CBDO's who can assist from one day per month to several days per week.

[Learn More about our Interim Marketing and Business Development Support »](#)

Please contact Allan Colman, Bob Gero, Jonathan Asperger, and Alice Rodd O'Rourke at:

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