



October 2011 e-newsletter

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October's Feature

Business Development RESOURCE CENTER

Position your firm to prosper by seizing opportunities that can achieve bottom line results. Clients' marketing and business development efforts focus on motivating lawyers, growing market awareness, expanding the number of attorneys selling and closing and building a long-term pipeline of opportunities. They have **averaged a 178% increase in leads and opportunities** and **9.5 new engagements** with our **6 month training and coaching program**.

[Learn more>>](#)

RED ZONE Links

- [Preparing For Things That Go Bump In the Night, ALM Law Journal Newsletters, July, 2011 \(PDF\)](#)

Closing by the Numbers

2011 ATTORNEY MARKETING: WHERE DO YOU STAND?

Law360.com, August 2011

*"When you are thirsty, it is too late to dig a well." --
Japanese Proverb*

In two more blinks of the eye, 2011 will be gone and law

Business Development Cartoon

First Year Lawyer



To learn more about where your first-year, new partner, and senior partner should place on the business development scale, **click here** to see the keynotes & workshops offered by the Closers Group.

Law Firm Marketing

CLOSING THE DEAL

Managing Partner, September 2011

You've implemented both a marketing and business generation strategy. You're sitting at the table with a particular client prospect because you've targeted the right industry and the right company. Your research has given you a clear sense of how the buyer thinks, what his business is about, what the company wants and needs and what your opportunities are compared to your competitors.

You are in the RED ZONE, the final 20 yards a football team must cover to get to the goal line. Here is where the defence really stiffens and where your team must implement its most precisely customized plays to finally close the deal.

[Read more of "Closing the Deal">>](#)

firms, like other businesses, will be assessing the marketing progress they've made this year even as they begin setting their business development goals for 2012.

It seems altogether advantageous for firms to get a head start now; to begin the assessment process early on by identifying their strengths and weaknesses, and their successes and failures so far evident in 2011, particularly with respect to a half-dozen mission-critical indices. After all, the sooner you understand where you are, the sooner you'll get to where you're going.

The decisive indices of which we speak have proven most useful in our work with clients in recent years. They have the advantage of being broadly generic (and therefore widely relevant) while simultaneously allowing firms to focus on a myriad of specific issues that may be especially relevant to their lawyers. To begin ...

[Read the rest of the article>>](#)

Tip of the Month

Increasing Law Sales through Client Understanding

While you're always looking out for your client, improving your law firm's customer service can do wonders for cementing business relationships and securing future work. Throughout your business relationship, reassessing and upgrading your work will improve your customer service and exhibit your dedication to providing tailored legal services. By asking questions periodically and reevaluating the client's needs, you increase client retention rates and possibly win new law business.

[Learn how to better understand client needs>>](#)

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