

a Walker Clark
Core Business Skills development program

Marketing and Sales Skills for Lawyers

prospectus

Every lawyer can sell...

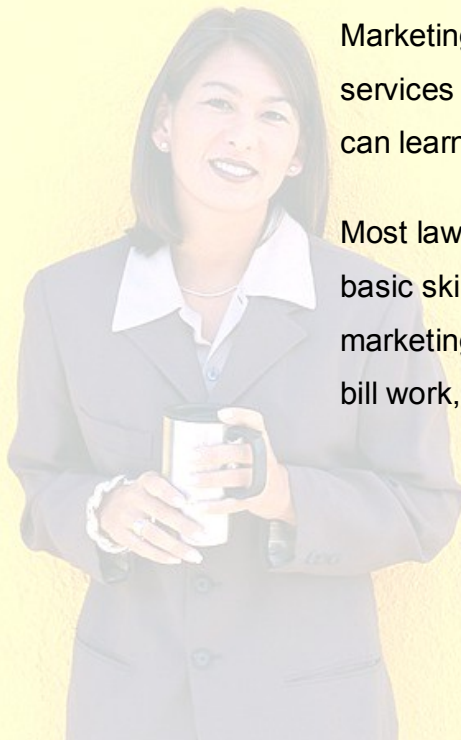
The old notion that some lawyers are natural "rain makers" and that others will never be able to sell is completely unsupported by the evidence.

The truth is that every lawyer can learn the concepts and tools that produce marketing and sales success. The key is to apply those skills in the way that best fits the individual's personality, preferences, and experience.

...but most lawyers have not learned the skills that they need to be successful.

Marketing your law firm and selling your services are skills, not natural talents. Anyone can learn them well.

Most lawyers become partners without the basic skills that they need to fulfill a partner's marketing responsibilities. They know how to bill work, but they don't know how to sell it.



...a new approach to law firm marketing

Marketing and Sales Skills for Lawyers was designed by a psychologist, a lawyer, and an economist especially and exclusively for law firms.

The skills needed to market professional services cannot be learned in a one-day workshop or weekend retreat. Instead, *Marketing and Sales Skills for Lawyers* is a developmental process totaling ten to twelve hours, conducted on two separate days over a period of approximately 60 days.

The program is custom-designed for the unique needs of each law firm. It develops reliable data about the psychological preferences and type of each individual and integrates these with proven strategies and skills in marketing and client relations in law firms.

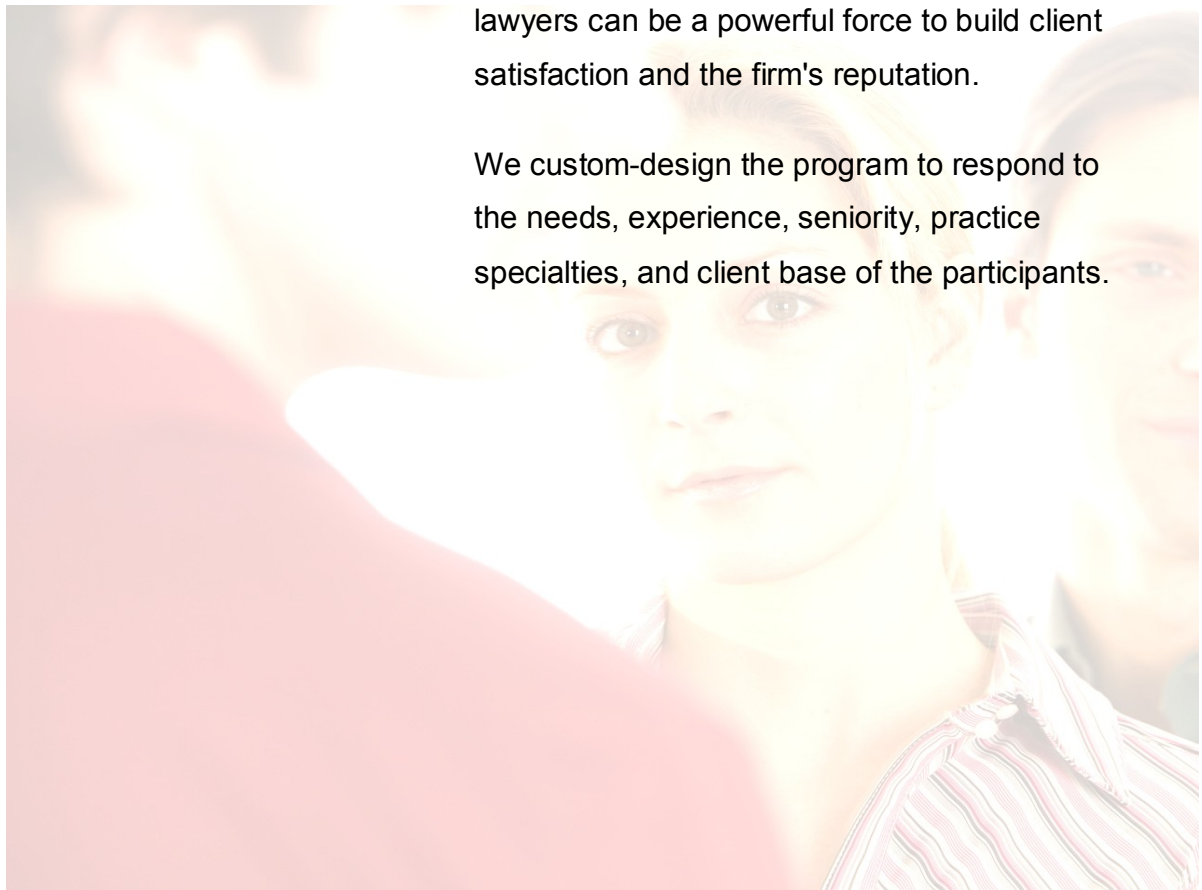
This is not just sales and marketing theory. Between the two conference sessions, participants work with real-life case studies to reinforce the learning and to apply their new or improved skills to their individual practices.

Who should participate?

Marketing and Sales Skills for Lawyers is designed for law firm associates, especially those who are within three years of eligibility for partnership. It can also be very worthwhile for partners who want to sharpen their marketing and sales skills.

Firms frequently include non-lawyer fee earners, managers, and even support staff. In some practice areas – especially those serving individual clients rather than companies -- non-lawyers can be a powerful force to build client satisfaction and the firm's reputation.

We custom-design the program to respond to the needs, experience, seniority, practice specialties, and client base of the participants.



goals

By the end of the second session of *Marketing and Sales Skills for Lawyers*, each participant will be able to:

- Develop and execute individual marketing and business development plans with a higher level of measurable business success;
- Deal more effectively with challenging client behaviors
- Define individual goals to enhance marketing and client relations skills and develop action plans to achieve those goals;
- Participate more effectively in group marketing, business development, and client relations activities; and
- Understand the roles, responsibilities and outcomes expected by the firm.

fees

We offer *Marketing and Sales Skills for Lawyers* to any law firm anywhere in the world for a fixed fee of US\$ 9,000 per group. This fee includes all of our expenses and disbursements.

Marketing and Sales Skills for Lawyers is limited to groups of 20 participants. However, we offer substantial discounts for the additional groups if a firm wants to have more than one group in the program at the same time.

for more information

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