



DOUBLE BLACK DIAMOND

RAINMAKERSERIES[®]

ACCELERATE YOUR PRACTICE to NEW HEIGHTS. DRIVE SALES. BOOST PROFIT.

EXECUTIVE
WORKSHOPS

SESSION 1 | SEPT. 27 | 1:00-2:00 EST

SESSION 2 | NOV. 8 | 1:00-2:00 EST

SEND US YOUR RAINMAKERS!

Help your top business development performers (“Rainmakers”) drive revenue even beyond their current books of business. **Double? Triple? The sky is the limit.**

Meet with David Ackert and Silvia Coulter, two of the legal industry’s top sales experts, who will offer solid tactics and strategies for helping rainmakers grow their revenue.

ACCELERATE YOUR PRACTICE to NEW HEIGHTS.

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PIPELINEPLUS[®]
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LawVision
Creating Competitive Advantage



DOUBLE BLACK DIAMOND/RAINMAKERSERIES[®]

PROGRAM OVERVIEW

Competition for legal services has never been tougher. Lawyers need every advantage to strengthen relationships with clients and obtain new business. The **Double Black Diamond**[®] series offers unique programming designed to refine the skills necessary to attract, retain, and increase business with current and prospective clients.

SESSION 1 Getting in the Door Implementing Client Acquisition Tactics

Every new business opportunity begins with a conversation. Rainmakers need to identify more of the right decision-makers and find the points-of-entry that initiate meaningful interactions. They need to understand where they are in the sales process, so their next actions are productive, and their pursuit time isn't wasted. This program delivers concrete, step-by-step tactics that apply to any size client. Establish the connections that will help you secure your next big engagement.

Highlights of this Webinar will include:

- ◆ How to identify the shortlist of people who will have the biggest impact on your practice this year
- ◆ The 9 questions you can ask clients to stay relevant and identify new opportunities for work
- ◆ The key factors that influences a buyer's decision 70% of the time
- ◆ The frequency and cadence of interaction necessary to establish a client relationship
- ◆ How to efficiently advance through the various stages of the sales cycle

SESSION 2 Strategic Account Management Expanding Key Client Relationships

Strategic account management for law firms is the process of building value-driven strategic relationships with your key clients. In turn, this will drive long-term development and retention, thereby maximizing revenue potential.

Highlights of this Webinar include:

- ◆ Assessing and building your relationship map. Who do you know and who do you need to know? Are you at the C-Suite and Board level with your relationships?
- ◆ Aligning with the client's strategic plan—what is their overall strategy? Understanding the client's strategic plan and how you and your client service team may offer value in support of that plan.
- ◆ Identifying the client's key objectives, tactics and strategies for implementing their plan.
- ◆ Offering value propositions that anticipate legal needs and are pro-active for partnering with your client
- ◆ Forecasting revenue based on client input
- ◆ Sharing results and building the following year's account plan for ongoing management

“Ackert's dynamic presentation style and highly relevant concepts resonate with our attorneys and result in action. In a world filled with theoretical and aspirational marketing concepts, Ackert programs focus on the actual business of law and how we can move the needle through tangible, practical plans and action.”

Pat Courtemanche
CMO, Dorsey

“Even as Legal Departments ramp up the professionalization of their operations, General Counsel are calling on law firms to do the same. This webinar will describe how – at a strategic level -- law firms can systemize their understanding of companies' objectives, be true partners with in-house counsel in developing and delivering legal solutions, and bring to bear all of these firms' business and intelligence functions -- including strategic account management. The presenters will draw from a wealth of professional experience to offer practical guidance to firms that are prepared to truly build a strategic relationship with their clients.”

Daniel Weintraub Managing Director,
Chief Administrative and Legal Officer, Audax Group

FACULTY



David Ackert | President/CEO

David is President at Ackert and its subsidiaries. He is a highly-regarded thought leader at the intersection of sales acceleration software and measurable business outcomes. Over the past two

decades, David has pioneered revenue acceleration programs for hundreds of professional services firms around the globe.

He is the founder of several technology platforms including the PipelinePlus software suite. His programs are winners of "Your Honor Awards" in both the U.S. and Canada and have been featured in NLJ's "Technologies on the Rise." David regularly keynotes at partner retreats and speaks at industry conferences. He also serves as a guest lecturer at USC's Marshall School of Business, Carnegie Mellon University, and at the UCLA School of Law.

David's work has been published and quoted in several business books and media, including the Los Angeles Times, the National Review, the Daily Journal, the Wall Street Journal, Above the Law, Attorney at Work, The Recorder, and the Los Angeles Business Journal. His Market Leaders Podcast has won several JD Supra Reader's Choice Awards.

David holds a Master's in Psychology from the University of Santa Monica and is an elected Fellow at the College of Law Practice Management.

<https://pipelineplus.com/about/leadership-team/>

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Silvia L. Coulter | Principal

Silvia is a Co-founding Principal of LawVision. She is widely-regarded as one of the legal industry's most experienced sales, key client planning, and leadership experts. Her experience includes working

as a former strategic account executive and sales leader at a Fortune 50 company, a chief marketing and business development officer at two global law firms, and consultant and facilitator to firms across the globe.

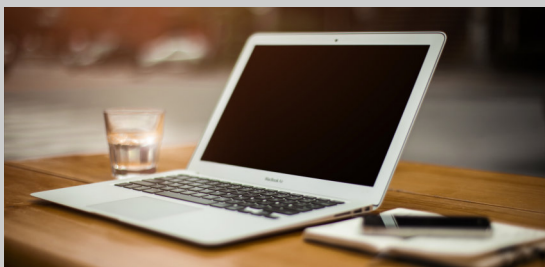
Law firm leaders rely on Silvia's experience and assistance with leadership development, strategic account analysis and planning, and business development strategy. She is a co-founder of the Legal Sales and Service Organization (Legalsales.org), a Past Elected President of the Legal Marketing Association, and a recognized member of the Legal Marketing Hall of Fame. She is a frequent speaker and facilitator at law firm retreats and legal industry meetings.

Silvia is the co-author of three books: *The Woman Lawyer's Rainmaking Game*, *Rainmaking Advantage*, and *SAM-Legal: Turning Key Clients into Strategic Accounts*. She holds a Masters in Law Firm Management from George Washington University, and is an elected Fellow at the College of Law Practice Management.

<https://lawvision.com/consultants/silvia-l-coulter/>

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REGISTER TODAY!



REGISTRATION FEE:

\$149 per person for both workshops

2023 WEBINAR WORKSHOP DATES:

September 27th and November 8th

Time: 1:00 pm - 2:00 pm EST



DOUBLE BLACK DIAMOND RAINMAKERSERIES[®]



BUSINESS DEVELOPMENT WORKSHOP FOR RAINMAKERS

REGISTER

▶ **Online:** <https://pipelineplus.com/upcoming-events/rainmaker-series/>

▶ **via Email:** info@pipelineplus.com