

Table of Contents

| | |
|--|----|
| Introduction of the speakers | 3 |
| Business development is a process | 4 |
| Identifying industries first | 5 |
| Preliminary research | 6 |
| Team Identification | 7 |
| Identifying Goals | 10 |
| Defining "new business" | 10 |
| Defining an "activity" | 11 |
| Billing credit | 12 |
| New business from existing vs. new clients | 13 |
| Cross-selling | 14 |
| Holding lawyers accountable | 15 |
| Differentiating the firm | 16 |
| Additional marketing tactics | 17 |
| Measuring progress | 18 |
| Reporting the results | 20 |
| Rewarding results | 21 |
| The results: \$30 in revenue for every \$1 spent | 22 |
| Lessons learned | 25 |