



BUSINESS DEVELOPMENT, SALES AND
MARKETING SKILL DEVELOPMENT FOR
LAWYERS AND LAW FIRMS

MAY 27TH 2022

1:00 PM TO 4:00 PM (**BST/ UK TIME**)

In an increasingly competitive global market for legal services, business development, sales and marketing skills are at a premium. This training program, designed for sole practitioners, associates and partners of law firms, introduces the essential tools required to form strategies for effective business development within acceptable international norms and being mindful of marketing restrictions to legal professionals that may be applicable in some jurisdictions. It also aims to equip lawyers with tools on increasing client base and expanding law practice.



PROGRAMME OUTLINE

You will learn Powerful Techniques Including:

- ▾ Effective strategies for business development
- ▾ What makes a successful law firm?
- ▾ The market for legal services - at home and away
- ▾ Identifying the competition
- ▾ Getting everyone single person in the team to consistently market the law firm
- ▾ Getting to the first page in Google
- ▾ Growing your law firm and your presence online.
- ▾ Finding clients online
- ▾ Developing and implementing a Marketing Plan and Strategy based on your budget
- ▾ Winning and retaining clients

Social Media

- ▾ Is it suitable for lawyers?
- ▾ Online legal services - what can you provide?
- ▾ Growing your presence on Social Media
- ▾ Sharing know-how, proving knowledge adding value

Building Your Pipeline – Growing a National and International Practice

- ▾ 'Match-making' - finding the right firms and clients for you
- ▾ Developing a 'USP' (unique selling point)
- ▾ Branding and presence
- ▾ Making an impact

From Theory to Practice: Case Study 1

- ▾ Pitching for new business
- ▾ Why should you win the business?
- ▾ What 'value-added' services can you offer
- ▾ Using articles, seminars and round-table discussions to become your client's trusted business advisor

From Theory to Practice: Case Study 2

Increasing your Revenue Year on Year

- ▾ Trends in practice: past, present.... and future
- ▾ Opportunities and challenges
- ▾ Targets and strategy

WHO SHOULD ATTEND?

PARTNERS

SENIOR ASSOCIATES

ASSOCIATES

INDEPENDENT LAWYERS

MARKETING DIRECTORS

SALES PROFESSIONALS

BUSINESS DEVELOPMENT

PROFESSIONALS

WHAT ATTENDEES SAY ABOUT OUR TRAINING PROGRAMS

“

I came off better informed and earnestly challenged by the things shared. I wish I had more representatives from my firm in attendance.

—
**Partner,
Leading law firm,
Puerto Rico**

“

I am really glad to have attended this training program. So much of actionable insights and information that can readily be implemented.

—
**Managing Partner,
Tier 3 Legal 500 Law firm,
United Arab Emirates**

“

Attending this training was one of the most productive time I spent this year. I could envision the positive contribution can I make to the firm and to myself.

—
**2nd year Associate ,
International Law Firm,
Singapore**



YOUR INSTRUCTOR

Vishnu Prasad

CEO and Founder,
Law Pundits and Law Ad Network

Vishnu Prasad is the CEO and Founder of Law Pundits and Law Ad Network. He graduated with Masters in International Business Law (LLM) from London School of Economics and Political Science. Vishnu has a broad legal experience including sales, business development and digital marketing within the legal services sectors. In a career spanning over 20 years exclusively in the legal industry, Vishnu has practiced law in India and UK before founding Law Pundits. He is the marketing advisor and consultant to some of the largest law firms, law schools and legal tech companies around the world. Through Law Ad Network he regularly helps law firms of all size and practice area with the sales, marketing, branding and business development. He has been a pioneer in many areas of legal marketing, training and business development. He chairs the Global Legal Forum at the Hague Netherlands, Founded and hosts the largest event for Law Schools, the first legal tech event in India and head one the most sought after legal marketing firms. He has been recognized and honored as a Fastcase50 most innovative people in law from around the world and in 2022 as one of Top 10 Marketing Consultant for the Legal Industry by Consultants Review Magazine.



3000+

**Legal Professionals
Trained**



Professionals from

60+

Countries



6

Continents

OUR TRAINING IN A NUTSHELL

Legal Professionals from some of the largest companies, governments and law firms from around the world have trained with us.

OUR TRAINING HAS BEEN USED BY THE LEGAL TEAMS AND LAWYERS FROM



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SAVOLA

DLA PIPER

Attica
Group

Neumann Gruppe 

HELLAS
SAT


Wolters Kluwer

KPMG


EY
Building a better
working world

& many more...

DATE OF TRAINING

MAY 27TH 2022

TIME: 1:00 PM TO 4:00 PM (BST/ UK TIME)

VENUE: ONLINE

Price \$ 199.00

REGISTER NOW

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OR

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Poland

Dmowskiego 21/178, 43-100 Tychy, Silesia

Ph: +48 507 002 755

India

Law Pundits LLP, "Karthika", TC 9/2454, A-54, Sreerangam Lane

Sasthamangalam P.O., Trivandrum, Kerala - 695010

Ph: +91 471 409 9097

USA (USA Sales Rep Office)

Suite 400, 2711 Centerville Road

Wilmington, New castle, Delaware 19808

Website

www.lawpundits.org , www.lawpunditsglobal.com

Email

info@lawpunditsglobal.com