CLT IN HOUSE

For lawyers and non-lawyers

The Business Development Programme for your Firm

Stay ahead of the game in tough times

"The business critical skills needed by all lawyers to stay ahead in an uncertain economic climate"

The Business Development Programme

CLT would like to introduce you to our brand new business development programme specifically designed for the legal profession.

Programme Structure

It takes place over **twelve months**, each module is a "short day" running from **10.00am to 4.00pm** allowing a "top and tailing" of the working day.

Ideally each individual **attends all six modules** however single modules **can be attended as a stand-alone course.** There is a minimum of six participants per module and a maximum of twelve. They are delivered in-house and can be tailored specifically to your firm.

Training Methods

The sessions will be a facilitative style, offering lots of practical input from participants with the use of exercises, role-plays and relative business simulations. A selection of these will be videoed and played back to provide real time coaching plus identifying areas for further development and for self analysis purposes.

Personal Action Plan

Every delegate will produce a personal action plan of what they will commit to doing differently back at work. Each module will contain a review of the previous with individual input as to what has been achieved, what has worked well and why, plus trainer assistance with any outstanding issues from their action plan. This approach enables individuals to transfer the learning into the workplace and provides evidence of learning plus reviews throughout the programme. Delegates have telephone access to their trainer for additional coaching between modules, should it be required.

What does it look like?

The programme focuses on 6 key learning modules:

1. Networking for Lawyers
2. Account Managing your Clients
3. Client Relationship Management
4. Negotiation Skills
5. Presentation Skills
6. Improving your Personal Impact and Management Style

What it's going to do for you as an individual and ultimately for your firm:

- Enhance business
- Improve attraction and retention of new and existing clients
- Develop skills, knowledge and confidence in building long lasting client relationships
- Provide confidence and self development whilst creating greater commercial awareness so as to provide a consistently high value proposition to your clients
- Provide the essential business tools to retain competitive advantage

What do you get?

- A tailored and flexible business development programme that fits with the needs and culture of your firm
- A managed service, providing logistical support, course handouts and a main point of contact for all queries
- Training consultants who are experts in their field
- Practical workshops relating to your firm and specific challenges

Outline of Modules

This programme is a completely flexible package; content, timings, location etc are all areas we can modify based on your needs. We will work with you to closely adapt it to your specific requirements.

Module 1: Networking for Lawyers

Key Objectives

- Use your personal and professional contacts to leverage business
- Build assertiveness skills
- Create and develop your personal brand
- Broaden your 'circle of influence'
- Mix in profitable circles
- Set up your own networking infrastructure
- Conduct a networking audit
- Use technology to enhance and enrich your network
- Recruit acquaintances, augment relationships and secure profitable professional contacts
- Deal with social nerves

Content

- What is networking and what it isn't?
- Types of networkers
- Getting started
- I don't feel like networking
- Preparing for networking
- Working a room
- Creating the right impression
- Communication dynamics
- Conversations
- Face to face
- Follow up
- Technology
- Maintaining and growing your network

Module 2: Account Managing your Clients

Key Objectives

- Understand the role and responsibilities of client account management
- Identify and influence the decision-making units within your clients
- Employ techniques for client account planning and analysing a client for opportunities
- Identify the best entry and penetration strategies
- Set realistic activity targets for each client
- Construct and implement account management plans

Content

- Defining client status within the firm and the factors used to award such status
- The business critical roles and responsibilities of Client Account Managers
- Performance measures that are used for Client Account Managing
- The knowledge, skills and attitudes required

Required information and how to source it

- The different methods to find out about the client
- Tracking changes inside the client's organisation in an accurate and timely fashion.
- How is the decision making unit structured
- Identifying and reaching every member of the decision making unit
- Gauging competitive activity and using SWOT analysis
- Market performance and trends
- Identifying the political influences on the key account using PEST analysis
- Mergers, acquisitions and takeovers

Planning

- Designing the strategies for your client accounts
- Deciding the tactics and actions to support your strategies
- Measuring, recording and reviewing your activities and converting it to useful information

Module 3: Client Relationship Management

Key Objectives

- Develop commercial awareness to support the growth of your "own" practice
- Develop influencing and persuading skills
- Increasing your level of self awareness
- Harnessing your legal background to business development
- Understanding how to use consultative techniques to build rapport

Content

- Definitions of consultative business development
- Key knowledge, skills and attitudes required
- How to gain high quality referrals
- Communication skills that create trust and rapport
- Developing active listening skills that create opportunities
- Using powerful questioning models to create a high value proposition for the client. Preventing and handling client resistance
- Build stronger customer relationships leading to increased revenues and profitability

Module 4: Negotiation Skills

Key Objectives

- Understand how to plan for a negotiation effectively
- Define the power in the relationship so wherever it sits, you can harness it to deliver win-win outcomes
- Assess your individual strengths and weaknesses against a profile of the ideal negotiator
- Take away a methodology which structures negotiations in a win-win framework
- Learn how to deal with difficult people
- Adopt approaches which have a proven track record of building strong relationships, providing effective control and achieving excellent results

Content

- Getting the approach right
- Planning for Win-Win
- Managing the process
- Specific circumstances worthy of attention
- Increasing the probability of success
- The negotiation clinic

Module 5: Presentation Skills

Key Objectives

- Prepare an effective presentation quickly and logically
- Structure the presentation so it is easy to prepare and easy for your audience to follow
- Deliver an interesting and memorable presentation
- Cope with nerves
- Build your own confidence and the confidence of others in your presentation skills
- Use your voice more effectively
- Develop your own natural speaking style

Content

- Introduction to presentation skills
- Preparing a presentation
- Presentation practice 1
- How we communicate face-to-face
- Perfecting the delivery
- Presentation practice
- Action plan

Module 6: Improving your Personal Impact and Management Style

Key objectives

- Be aware of the key areas of management responsibility
- Be aware of the tools that are available to you
- Understand when and how to apply these tools
- Know how to motivate, remain motivated and be consistent in your style
- Understand the principles, importance and value of good coaching

Content

- Understanding the different styles that are available
- Selecting the appropriate management styles based on competency level
- Knowing the relationships between the task, team and individual
- Defining coaching and the qualities of a good coach
- Understanding the principles and processes of effective coaching
- Motivating yourself and others
- Behaviours that "Walk the Talk"; understanding the importance of observed behaviour

Enquiry Form

CLT IN HOUSE

"The first choice in legal training"

☐ Please tick here if you would like someone to call you to discuss the course or a particular module in further detail.

Personal Details (PLEASE COMPLETE IN BLOCK CAPITALS)

Mr/Mrs/Miss/Ms Surname:	
First name(s):	
Home address:	
Postcode/Zipcode:	
Evening telephone number:	Daytime telephone number:
Mobile telephone number:	
Email address:	
Company:	
Job title:	

Many thanks for your interest; a CLT representative will be in touch very soon.

Contact Us

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