

Can You Beat this Business Development Quiz?

By Larry Bodine, a Business Development Advisor based in Glen Ellyn, IL. He has helped 250+ law firms generate new revenue by devising strategies, conducting business development retreats and individually coaching attorneys. He can be reached at www.LarryBodine.com and 630.942.0977.



Larry Bodine

Take this short quiz to see if any of the scenarios apply to you. If you check off *three or more*, you need business development training.

- Most of our rainmakers are over age 65.
- Few mid-level partners have opened a file on their own.
- Firmwide revenues are down from the previous year.
- Roughly 10% of our partners generate 80% of the new files.
- Most partners are content to be "service partners" and only bill hours. There is no downside for lack of business development.
- Lawyers resist developing new business, saying "I went to law school so I'd never have to sell," or something similar.
- Our associates are not encouraged to generate new business
- Business development does not come up in lawyer compensation reviews.
- There is no incentive (like a bonus or an origination credit) for generating new business.
- Few or no partners have individual business development plans in writing.
- About half of the lawyers are willing to market, but they don't know how to begin or what to do.
- We have an eat-what-you-kill compensation system.
- Our lawyers belong to some organizations as members, but few of them are in a leadership position or on the board of directors.
- Cross-selling is a goal of the firm, but it doesn't seem to happen.
- Our lawyers have referred out a client to another firm, even though we have partners who could do the work.

- Most of our lawyers are active in only bar associations and lawyer groups -- not in any organizations of clients.
- Our lawyers give up pursuing a potential client because another law firm already has all their legal work.
- We do a lot of marketing -- seminars, brochures, sports tickets, sponsorships, public relations and advertising -- but can't track any specific clients to the initiatives.
- We reimburse the business development expenses of partners, but few of them spend all of their account.
- No one at the firm has broadcast a Webinar.
- Our lawyers meet to discuss business development, conduct research and make plans -- but nothing ever happens.

Sound familiar? If you saw your firm in 3 or more of these scenarios, it's time to train the lawyers how to sell legal services and to coach them to write personal business development plans. Contact me at 630.942.0977 for a free consultation today.

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Assisting law firms for 20 years:

- Training lawyers at firm retreats.
- Coaching lawyers to develop their personal marketing plans.
- Developing business development strategies.
- Using technology to market a practice.

