How to Earn an Equity Partnership

Business Development Training for Lawyers

REGISTER TODAY

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3-Day Workshop

November 20 - 22

Miami, Florida

How to Earn an Equity Partnership Business Development Training

How to Earn an Equity Partnership is an immersive three-day, 20-hour, face-to-face* sales training course for lawyers who want to become equity partners. The workshop is limited to 20 participants to ensure a personalized, interactive learning experience. (*The mode of delivery may be changed to virtual in the event of persistent **COVID-19** infections that make travel impractical).

Value Proposition

We promise a hands-on, interactive, *Learn-by-Doing* training experience. At the end of the program, each participant will know how to:

1. *Market his/her expertise to a niche,*
2. *Generate leads, and*
3. *Convert prospects into clients.*

Guarantee

Sales for Lawyers is run by people like you—people who buy goods and services and worry that a purchase may not be worth it, that it won't deliver on its promises, that we will have wasted time and money and have to go back to the drawing board.

We don't enjoy that experience any more than you do, so here's our guarantee: We will not allow you to fail. At training we set reasonable goals with you for what you should achieve in the first year. If you follow our program but do not achieve these outcomes, Shavon Jones will work with you directly for free to identify and correct the impediment to your success.

Takeaways

Each participant will leave with:

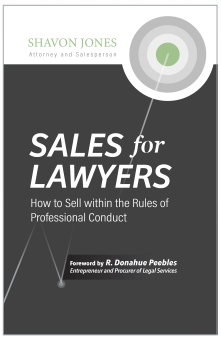
- a lead generation strategy and experience anticipating and avoiding objections,
- an individualized sales pitch and sales presentation tailored to your client profile,
- a selling system that meets the ethics rules of the primary state in which you practice,
- experience delivering simulated sales pitches,
- sales goals that are based on cost of delivery and desired profit margin,
- a sales peer to work with during the first 12 months after the workshop,
- printed training materials developed for the course, and
- 4 CLE credits, including 1 hour of ethics and 1 hour of technology in some jurisdictions.

Curriculum and Training Philosophy

Selling is craft, not an event. You cannot become a successful salesperson in 3 days any more than you can become a successful legal practitioner in 3 days. At Sales for Lawyers, we view selling as a 4-pronged process consisting of: (i) theory, (ii) practice, (iii) execution, and (iv) adjustment. You've read the book, so you have begun the curriculum. And you likely have seen some improvement already. But your goal is consistency. You want to have a full pipeline of prospects each month, and you want to convert 60-80% of the prospects you pitch. You cannot achieve consistency using the "get lucky" sales method where you be yourself and hope for the best. Our curriculum replaces that haphazard approach to selling with a system which covers all 4 prongs of successful selling.

Theory

We provide the theory in the *Sales for Lawyers* trade book where we discuss and demonstrate, niche marketing, lead generation, lead qualification, PAIN consultations, and sales forecasting, among other concepts which comprise the selling system. Trainees are provided a free copy which they are required to read before participating in a pre-training conference with the trainer and your cohort as preparation for the workshop.



Practice

We provide practice opportunities, including role plays, group exercises, and homework assignments, during the workshop. We find that the acts of saying something aloud and putting it in writing provide a clarity that is not possible from reading alone. These exercises also give the trainee an opportunity to ask questions and receive feedback from the trainer in real time.

Execution

Upon completion of the workshop, the trainee has a list of prospects and an understanding of the selling system and is therefore ready to start setting appointments and executing in the field. The trainee also has an assigned sales peer with whom to discuss his/her experiences engaging with live prospects.

Adjustment

No one immediately grasps 100% of what they've been taught. So, we provide the support system necessary to identify the causes of failures and successes alike so that you can correct the issues causing failures and codify the behaviors that are driving your successes. We do this with group, quarterly post-training video conferences with the trainer. The conferences generally take place on evenings or weekends, and there is no time limit. Rather, the trainer makes herself available for as long as conference is helpful to the cohort.

Itinerary at a Glance

DAY 1: Personal Branding and Lead Generation (4.5 hours in class; 2 hours home study)	
12:00 – 12:20	Orientation
12:20 – 1:10	Niche Development and Niche Marketing
1:10 – 2:00	Working lunch and interactive Branding Seminar with a branding expert
2:00 – 2:10	Break
2:10 – 3:40	Who has your next new matter? Learn how to nurture and stimulate referrals from a network. Then, we help you identify 3 to 5 actual leads that you can pursue immediately.
3:40 – 5:00	Business Development Dodgeball: Learn where objections come from and how to avoid them.
Homework	Develop an *actionable* lead generation strategy and commit it to writing. Note: A lead generation strategy includes implementation steps. Allow 2 hours.

DAY 2: Converting a Prospect into a Client (6.5 hours in class; 1.5 hours home study)	
9:00 – 9:30	Catered breakfast
9:30 – 10:20	CRM and Lead Qualification Demonstration.
10:20 – 11:30	Dissecting the Selling System – Learn the parts of the purchasing cycle and how to navigate each of them.
11:30 – 12:20	Different Buyers are Motivated by Different Pressures: Selling B2C, Selling B2b (small businesses), Selling B2B (large businesses).
12:20 – 1:20	Catered lunch. Individual meetings to discuss lead generation strategies.
1:20 – 2:10	Government and Corporate Procurement: Identifying and Responding to RFQs.
2:10 – 3:10	Is That Ethical? Applying the Rules to the Tools.
3:10 – 3:20	Smoothie Break – A choice of fresh fruit or vegetable smoothie is available.
3:20 – 5:00	Team Exercise – Personalizing the Selling System to Your Practice (participants are paired according to practice environment and buyer type to complete *PitchNotes*).
Homework	Convert *PitchNotes* into a sales presentation using PowerPoint or Keynote template. Allow 2 hours.

Itinerary at a Glance

DAY 3: From One-Off Sales to a Book of Business (9 hours in class)	
8:30 – 10:00	Working breakfast while discussing your sales presentations as a group
10:00 – 10:50	Sales Goals and Projections Development Workshop
10:50 – 11:00	Mental Break
11:00 – 12:30	Simulated PAIN discussions followed by a group discussion of the strengths and weaknesses of each pitch.
12:30 – 1:15	Peaceful Lunch (No shop talk. This is a long day. Take a real break.)
1:15 – 3:00	Recorded Simulated PAIN discussions.
3:00 – 3:15	Smoothie Break – A choice of fresh fruit or vegetable smoothie is available.
3:15 – 5:15	Recorded Simulated PAIN discussions.
5:15 – 5:30	Break (Gather your things. You will not be returning to the training facility.)
5:30 – 6:30	Ground Transportation to restaurant during rush hour.
6:30 – 8:30 Closing Dinner and Cocktail Hour	Working Dinner. Discussion of how to compete with non-lawyer Legal Services Providers. Free-flowing Q&A about any aspect of Sales. Sales Peer assignments to serve as colleagues and hold each other accountable as you both execute on what you've learned at *Sales for Lawyers*.
8:30	Ground Transportation to the Preferred Hotel. During commute, complete online training evaluation using your tablet or smartphone.

YOUR TRAINERS

Shavon Jones and Carla Harris

Shavon Jones is the author of *Sales for Lawyers: How to Sell within the Rules of Professional Conduct* and the forthcoming *52 Sales Tips & How to Use Them*. She also is Founder and Chief Sales Officer of RegulatorGuards, LLC, a multi-state administrative law and compliance company that she grew from 2 clients at launch in 2016 to roughly 35 in 2019. Jones got her start at PwC in the healthcare and higher education practice group, then worked briefly at a *Fortune* 500 company before joining public finance legal boutique firm Bryant, Miller, Olive. She is active on the speaking circuit and is a featured speaker for the LSSO 2021 Global Sales Summit. Further, the award-winning attorney is an accredited provider of continuing legal education on the topics of sales, sales ethics, and client development. The Student Marshal of her undergraduate class at Southern University Baton Rouge, LA, Shavon also holds J.D. and LL.M. (*With Distinction*) degrees from Temple University Beasley School of Law in Philadelphia. She taught business law at Johnson & Wales University and once published an article in the prestigious *Journal of International Taxation.*

Shavon Jones

Carla Harris of The People Institute delivers the Personal Branding seminar. Ms. Harris is Chief Executive of The People Institute (formerly ImageWorks consulting), a personal branding company she founded in 1997 to help C-level executives further enhance their professional image in order to be more effective in their roles. At The People Institute, Carla's sole mission is to help companies and organizations serve clients better by focusing on the dynamics of workplace culture and cultivating synergy across teams. In 2018, ImageWorks became The People Institute in order to further align Carla's quest of leading the charge to shift organizational focus from the bottom line to the heart of the people who influence the organizational productivity. Carla was the first image consultant in the South Florida market to draw a parallel between image consulting and professional development and she continues to do so with great success. In her book *FaithWorks: an Innovative Approach to Workforce Development*, Carla shares ideas about changing human services for the betterment of the citizens who also happen to be humans first.

Carla Harris

What's Included

Inclusions

- 3 days of training
- 4 CLE credits
- A group session with a branding & image consultant
- A video recording of your simulated sales pitch
- Post-workshop group video consultations with the trainer
- Our proprietary *PitchNotes*
- 3 lunches, 2 breakfasts, 1 dinner
- Certain ground transportation
- A swag bag

Tuition and Payment Policies

Tuition ~~$19,995~~ $16,995.

Installment Plan

The pay-over-time option consists of 6 easy monthly payments of $2,916, including all finance charges. Use your American Express or other rewards card to earn points toward your next vacation!

Pay-in-Full Benefits

Participants who pay in full avoid $500 in finance charges that apply to Installment Plans. Also, while we accept all forms of payment, we love check payments. Participants who pay in full by check, wire or direct deposit receive a free virtual closet audit and styling consultation with Christie Grays of www.iamchic.net. Christie will help men and women go from office, to sales pitch, to cocktail party or PTA meeting appropriately styled.

Refunds & Changes

Any decision to change the mode of delivery will be made not fewer than 60 days prior to the start of the workshop. In the event of a conversion to virtual delivery due to **covid-19**, a refund of 10% of a fully paid registration will be made. This accounts for certain local expenses that Sales for Lawyers will not incur for a virtual conference, including meal and ground transportation charges. If you must cancel for any reason, you have options. You may obtain a non-expiring credit for the amount of tuition paid prior to cancelling. You also may substitute a participant for the one who registered at no charge. Or, you may reschedule for a subsequent date thereby locking in the price that existed at the time of your original registration. Rescheduling requests received at least 60 days before the training are free. Rescheduling requests received less than 60 days in advance incur a $1,000 rebooking fee. A full explanation of our Finance Policies is available at **https://sales4lawyers.com/finance-policies**

Meals and Lodging

Meals

Options are available for herbivores and omnivores alike. Breakfast and lunch are healthy “spa cuisine” prepared onsite by a private chef and designed to keep participants energized. But you can’t be healthy all the time. So, the closing dinner and cocktail hour are at La Rosa’s, the Cuban restaurant where Cubans go out to eat.

Transportation & Lodging

The training facility is located in the Wynwood/Design District area. We recommend hotels located in downtown Miami, Mid-Town, or Mid-Beach. Complimentary ground transportation will be provided between hotels in those neighborhoods and the training facility, the Miami airport, and La Rosa’s restaurant where we will have our closing dinner. For a list of specific hotels located in those neighborhoods, please contact us.

Helpful Tips

Attire

Dress comfortably as if you were working in the office on Sunday and attempting to accomplish a great deal before the start of the work week. Layered clothing is suggested as the room may be cooler or warmer than your office.

Warnings

"*How to Earn an Equity Partnership"* is immersive business development training. Do not bring work from the office. You won't have time to do it. Do not answer emails or take calls during the day. That issue at the office is important in the short-term, but this training is important to the rest of your career. Although the training takes place in Miami in winter, time is not made available to enjoy the city, its nightlife, or its weather. So, it may be tempting to head to South Beach before the closing dinner. That would be a mistake. A valuable seminar is delivered during the closing dinner and the cocktail hour presents a unique bonding opportunity with your classmates.

SALES for LAWYERS

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Autumn 2021 | November 20-22 | Miami, FL

WHO SHOULD ATTEND?

The ideal participant is an attorney who is up for partner or who recently became a partner. Other attorneys who would benefit from this workshop include:

- Non-equity partners (in firms of all sizes) who want to earn an equity partnership
- Big Law associates in practice for at least three years who want to avoid being relegated to a non-equity partnership later in their careers
- Attorneys in alternative work environments, such as the Big Four, who have at least two years of work experience
- Of-Counsel attorneys or any attorney whose compensation has a performance or incentive component to it
- Solo and small firm attorneys with at least two years of experience in a single practice area and who want to increase their income and make it more consistent from year to year
- Attorneys practicing in a legal boutique who have at least two years of experience
- Mid-career attorneys whose career advancement has stalled
- Attorneys in compliance or law-related businesses or fields who have at least two years of work experience in their field or industry