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MIAMI-BASED E-LEARNING PLATFORM LAUNCHES BUSINESS DEVELOPMENT PROGRAM FOR LAWYERS

eLearning Sales Training Platform Helps Lawyers Attract Clients and Build Relationships

Miami, FL. September 26, 2022. "I think I know you," is how Sales for Lawyers' founder attorney Shavon Jones begins her outreach to fellow attorneys while introducing the company's new [business development eLearning training platform](#) designed to solve the problem of lawyers not wanting to become salespeople. Sales for Lawyers is offering a free 14-day trial of its Rainmakers course which is priced between \$1,599 and \$2,499 for the remainder of 2022.

eLearning is new to the legal industry. So, to educate attorneys about the platform, the company released two short videos. [The first video](#) focuses on the lawyer's role as a problem-solver and features two animated sales characters trying to sell water to a prospect whose rear-end is literally on fire. In the humorous skit, the video contrasts bad selling behaviors that Jones says most lawyers engage in with effective problem-solving techniques that the 20-year attorney-sales professional says work.

The promotional video doubles as one of Sales for Lawyers' many proprietary learning aids and teaches how to frame a value proposition. "A problem with the legal industry is we've historically sold time instead of value," says Jones. "What the video, and indeed the entire curriculum, stress is the need to let our clients take their eyes off the meter and view us as trusted advisors and problem-solvers."


[The second video](#) features Jones speaking directly to a pain point she says most attorneys have—selling themselves to prospective clients. Lawyering is considered a craft and lawyers prefer to focus on practicing that craft without worrying about where clients come from. Therefore, in her message to potential learners, Jones promises that if they enroll in her eLearning program and build a book of business once, they'll never have to do it again *for the rest of their careers*.

When pressed for more detail Jones expounded, saying the program teaches what she calls "the 3 Rs"—that is, how to get those initial clients and convert them into "Renewals, Referrals and References" who consistently send their lawyer more work. The 3 Rs, Jones says, are "the endgame of business development activity. They ensure that you never have to sell again."

ABOUT SALES FOR LAWYERS

Sales for Lawyers ("S4L") is a business development training and coaching company for lawyers and other providers of expert services. Founded in late 2019 as a face-to-face training company, S4L expanded to eLearning after covid-related business closures grounded the speaking and training industry.

ABOUT SHAVON JONES



Shavon Jones is an award-winning attorney and the author of *Sales for Lawyers: How to Sell within the Rules of Professional Conduct* published in 2019 with a Foreword by real estate developer and renown entrepreneur [R. Donahue Peebles](#).

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