Revenue Wise

Business Development Assessment

Use this assessment to determine what's needed to succeed at your new firm.

REVENUE WISE
THE SMART WAY TO GROW

Version 1.3

Overview

Succeeding at Your New Firm

Congratulations on joining your new firm. This assessment is designed to help attorneys successfully integrate into their new firms.

Your new firm expects you to succeed. For the firm, your success will be measured by how much of your book ultimately makes its way into the billing system, how quickly you begin generating new work, how well you fit into the culture and how successfully you cross-sell with your new partners.

You want to succeed. For you, success will be measured by personal values and goals. For many, these often include: taking full advantage of a better platform, one well suited to your practice; improving the quality and type of matters you work on, and of course, increasing your income, other benefits and rewards.

What it *Really* Takes to Succeed

One aspect of successfully integrating into your new firm involves completing a host of logistical tasks: meeting staff, learning new software and mastering new procedures. While these items are essential to function at your firm, they are not what you are evaluated on.

Your success will be measured by how well you:

- Maximize the number of your clients you bring to the new firm
- Generate new clients and work
- Fit into the firm's culture, and build strong relationships with the right partners
- Successfully cross-sell

To find out how prepared you are and if you need help, complete the assessment below.

Firm Integration

Your Preparation Status>	✓ Yes
PGL Meeting. If I have a new practice group leader, I have had a formal meeting to learn what he/she expects of me and to share my goals, aspirations and expectations. The two of us are "on the same page."	☐
PG Objectives. I know my practice group's business development objectives and what role I will play in advancing them.	☐
Marketing Materials. I have met with the marketing department to help me prepare the essential materials I need to "go-to-market" (e.g. bio, firm industry groups, website PG listings, LinkedIn, etc.).	☐
Marketing Resources. I have met with the marketing department to learn how to make use of all the firm's marketing resources.	☐
Firm Announcements. I have met with the marketing department to craft my internal and external announcements that will maximize my exposure inside and outside the firm.	☐
Score	0%

Reset Section

Your Clients and Partners Status>	✓ Yes
Existing Clients. I have defined the necessary steps to retain each of my key clients and have begun executing these plans.	☐
Cross-Selling My Clients. I have identified what legal needs my clients have that my new partners can service.	☐
List of Top Partners. I have developed a list of the top partners in the firm with whom I want to build mutually beneficial (cross-selling) relationships.	☐
Partner Cultivation. I have defined the necessary steps to cultivate these cross-selling relationships and begun executing them.	☐
Dream Team. If needed, I have identified the ideal attorneys who can staff my matters.	☐
Score	0%

Reset Section

Your Results & Activities

For the Financial Results section, you may need to answer these questions based on your last firm.

Your Financial Results Status >	✓ Yes
Relative Performance. In my "class" (e.g. equity partner, income partner, associate) to the extent it is possible at my firm, I know that my originations are in the top 50%.	☐
My Own Clients. Over 75% of my work comes from my own clients, that I originated.	☐
Hit Originations. For each of the last two years, I set and achieved origination goals that were higher than my previous year's results.	☐
Make Hours. I have met or exceeded my billable hours target in each of the last two years.	☐
Score	0%

Reset Section

Your Performance Status >	✓ Yes
Win Pitches. On average, I win at least half of my pitches/proposals/RFPs.	☐
Visibility & Credibility. I have built a "personal brand" that distinguishes me from the other attorneys in my chosen field. This brand awareness generates regular referrals.	☐
Ideal Clients. The majority of my clients are of the type and size I like, give me good and stimulating work and are enjoyable to work with.	☐
Happy Clients. The majority of my clients would say I do excellent legal work, deliver great results and would be happy to refer me to their friends and colleagues.	☐
Score	0%

Reset Section

Your Activities Status >	✓ Yes
A Bias for Action. No matter how busy I am, I make time to do business development.	☐
Meet New Contacts. I participate in activities where I meet at least two to four new prospective clients or referral sources per month.	☐
Nurture Contacts. I conduct at least two "high-value" business development activities each week. (e.g. speak, share a meal, have an in-depth phone call, attend an event, send content, etc.)	☐
Nurture Best Clients. At least monthly, I contact my best clients and do something of "extra value" for them at no charge. These contacts are outside of my ongoing/typical work communications.	☐
Maintain Contact List. I maintain a list of my best clients and contacts, noting what has transpired, what I need to do next and when.	☐
Make LinkedIn Connections. I make at least two LinkedIn connections per week.	☐
Post Online Content. I post at least one piece of content on LinkedIn or some other online platform each month.	☐
Give Presentations. I give at least two presentations a year (either in-house or at a conference or event).	☐
Score	0%

Reset Section

Your Practice & Skills

Your Practice Status >	✓ Yes
Practice Focus. I have defined a clear practice focus. I have selected a target client/industry, determined their true needs and problems, and defined a service that solves these needs in a way that is superior to my competitors.	☐
Business Development Plan. Each year, I develop a biz dev plan that details my goals, financial targets and the tactics that will help me achieve them.	☐
Verbal Business Card. I have developed an authentic and memorable response to the question "what do you do?"	☐
LinkedIn Profile. I have a comprehensive LinkedIn profile that showcases my practice focus and most significant skills.	☐
LinkedIn Connections. I have invited all my appropriate contacts to connect with me on LinkedIn.	☐
Score	0%

Reset Section

Your Skills Status >	✓ Yes
Sales/Pitch Process. I have learned a formal, consultative sales process that I use for one-on-one sales meetings and formal pitch meetings. I am effective at leading these meetings.	☐
Verbal Business Card Delivery. When I deliver my Verbal Business Card to prospective clients, I make a good impression and often end up exchanging physical business cards.	☐
Attend Conferences. I get the most from conferences and events. I know what to do before, during, and after to get the most value from attending.	☐
Networking Events. I learned how to effectively participate in networking events. While I may not like attending, I have learned how cultivate new relationships and advance existing ones.	☐
Presentation Marketing. I have developed a "Signature Talk" (presentation) that showcases my unique expertise and skills. I know how to use this talk to generate new prospects, convert existing ones and grow clients.	☐
Score	0%

Reset Section

Understanding Your Score

Ratings by Section

Your Financial Results	0%

Section	Section Rating
Your Preparation	0%
Your Clients and Partners	0%
Your Performance	0%
Your Activities	0%
Your Practice	0%
Your Skills	0%
Business Development Rating	0%

Reset Form

Interpreting Your Score

The table above will give a snapshot of how you are doing in each area and where you need to improve.

Level	Explanation
	A red score indicates you are deficient in this area and need to improve.
	A yellow score indicates you are doing okay, but there is room for improvement.
	A green score indicates you are doing well in this area.

What is Your Next Best Step?

Congratulations. You have taken the first step in assessing what it will take to succeed at your new firm. The results of the assessment should clearly point out what's working, what's missing and where you most need to focus your efforts.

Assuming there is room for improvement, you have three choices...

Do Nothing Now

You may be slammed with client work or unable to devote the time required to make the necessary changes.

Do-It-Yourself

You may prefer to do it yourself. In which case, reach out to your in-house marketing team and look for self-study resources.

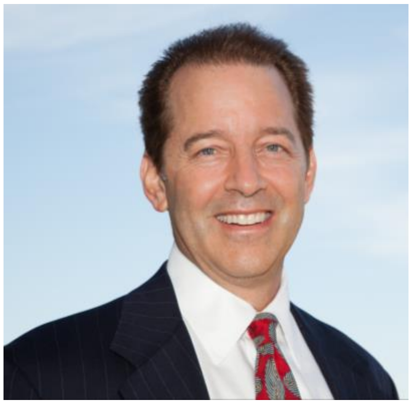
Get Started with a Complimentary 30-Day Action Plan

Using your assessment results as a guide, I will meet with you for one hour and help you develop a 30-day action plan — you can use it to get started right away. This will give you the experience of working with me and concrete next steps to begin with.

What the catch? Pretty straightforward. During the last 10 minutes of the session, I will explain the details of the coaching program and answer any questions you may have. There is zero obligation and "no thanks" is a totally okay answer.

If you want to find out more, just shoot me an email:
david@revenuewise.com
Or give me a call 415.302.3900

David Adams Biography



David Adams is a seasoned coach, author and speaker. He has more than 20 years of experience helping attorneys and firm leaders improve their business development and leadership skills. David is an expert at helping lawyers and practice groups develop the attitudes, behaviors and capabilities necessary for success.

He helps attorneys achieve the ideal combination of professional success and personal fulfillment.

As the founder of Revenue Wise, David has worked with hundreds of lawyers, at all levels of seniority, at such firms as Orrick, Herrington & Sutcliffe; Polsinelli; Locke Lord; Fenwick & West; Latham & Watkins; Littler Mendelson; Kilpatrick Townsend & Stockton; Holland & Hart; Keker, Van Nest & Peters; and Farella Braun + Martel.

As a coach, consultant and trainer, David is focused on producing measurable results and helping lawyers overcome the internal and external obstacles to success in business development. Many firms have adopted the Revenue Wise approach to business development.

David works with practice groups to refocus their efforts, reposition them in the marketplace, formulate effective plans, promote teamwork among leaders and members, and create systems of accountability that help them achieve their objectives.

David also works with firm management and leaders to develop effective growth strategies and plans, implement cross-selling programs, develop the next generation of leaders, help the management committee work more effectively together and facilitate effective retreats and meetings.

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Revenue Wise Services

Revenue Wise is a full-service firm that specializes in helping law firms grow revenue. We use a combination of coaching, training and consulting to help lawyers, practice groups, and law firms become more successful. We count some of the nation's top firms as clients, including Orrick, Herrington & Sutcliffe; Polsinelli; Locke Lord; Fenwick & West; Latham & Watkins; Littler Mendelson, Kilpatrick Townsend & Stockton; Holland & Hart; Keker, Van Nest, & Peters; and Farella Braun + Martel.

Program	Description
Business Development Coaching	Individual Business Development Coaching. This program is typically delivered over nine months and includes thirteen coaching sessions. Participants also get access to all the biz dev training content in our cloud-based learning center.
Business Development Training	Live webinar-based Business Development Training. Includes access to the ten training modules on our cloud-based learning center. All webinars are recorded and posted on the learning center for later viewing.
AudienceFIRST Presentations	The AudienceFIRST Presentations program is the only presentation development program designed exclusively to help attorneys generate new contacts and clients from their talks. It also helps them develop more engaging and memorable presentations and improve their presentation skills. It can be delivered onsite or via webinar.
Cross-Selling Program	Our Cross-Selling Program is based on a proven methodology that delivers real revenue growth and overcomes the problems that plague these types of initiatives. It is designed to help both individual attorneys and practice groups improve their cross-selling ability and success rate.
Practice & Industry Groups Program	Our PracticeLaunch Program does for groups what our business development programs do for individuals — it helps them define a market-winning focus, develop the necessary materials, write a Go-To-Market Biz Dev Plan and provides the support needed to successfully execute their plan.
Leadership Program	Our Leadership Program helps leaders develop their leadership skills and grow their group's revenue. More than almost any type of leader, a law firm leader must maintain a "triple-focus" — simultaneously achieving objectives in three key areas: revenue growth, client service, and team development. We offer this program in both group training and one-on-one coaching formats.
Firm and Group Retreats	We help law firms and practice groups of all sizes deliver successful retreats. Our participation has ranged from designing, developing and facilitating entire retreats; helping firms develop Superior Service Offerings; conducting strategic planning activities; resolving thorny issues; and speaking on specific subjects, like business development, leadership and law firm innovation.

Success Stories

A Long History of Success

Over the last 15 years I have coached over 400 attorneys, at some of the nation's leading law firms. I have helped them grow their books of business, improve performance and become more effective leaders. These are some of the recent emails I have received from clients.

From $0 to $5,000,000 in originations in 3 years

"Without all your support over the years, I would not have kept at it. You gave me a concrete plan, ideas on how to pitch business, and a structured model to ensure that I followed up and brought in the business. I went from $0 dollars in my first year, to over a $1 million in my first year. I can't believe I hit $5 million in year three. And now, six years later, at my new firm, I bring in over $7 million. Thanks for all your help!"

Started as 3rd year litigation partner at 90-person boutique; now top partner at AMLAW 100 firm.

From $300,000 to $5,250,000 in originations in 5 years

"All the hard work and coaching is paying off; it seems like I'm getting a new case every week. I am on pace to hit $5 million this year. Hard to believe.

On another note, I wish you had heard me on this board call. After an hour, the Board asked me to take the lead on this new case and fired existing counsel. This could be thousands of hours and millions of dollars over the next couple of years. You are the man! I never would have pushed the envelope without your coaching. Thanks for all your help!"

Started as junior partner; after 10 years is now Managing Partner of AMLAW 100 firm

From $400,000 to $1,000,000 in originations in 2 years

"I want to thank you for your help over the past two years. While it seemed at times that I wasn't making much progress, working with you helped keep me on the right path. Actually, I was surprised to see my year-end billing numbers were over $1 million, so I think something is going right!"

Trademark Prosecution Partner, AMLAW 100 firm

From $200,000 to $1,500,000 in 2 years

"*I remember when we talked about my focusing on the trucking industry, and we joked about my wearing plaid flannel shirts. This is before I had even heard of the American Trucking Association. I have since been giving talks at various ATA conferences (I have been working with the General Counsel of the ATA), and I am a regular speaker for the California Trucking Association and got the CTA to designate our firm as a "partner" of the CTA for purposes of providing trucking information. My practice is now 99% trucking class actions, and this year I collected about $1.5M in origination fees from that practice.*

Count me as another David Adams success story!"

Employment Litigation Partner, AMLAW 50 firm