

SANDLER TRAINING MIAMI LAW DAY AGENDA

Develop the skills, mindset, and habits to generate 6-7 figures in new clients per year.

8:30 - 9:00	BREAKFAST
9:00 - 9:30	Welcome + Introduction: Set the Scene Importance of Practice Development in Law Power of marginal gains Agenda + rules of engagement
9:30 - 10:00	Law Challenges + The Buyer-Seller Dance Law Challenges Buyer-Seller Dance Introduction to a Selling System
10:00 - 10:30	Money Matters Roadblocks to discussing money Money mindset exercise
10:30 - 10:45	BREAK
10:45 - 11:15	Controlling the Conversation How to design conversations with prospective clients that bring value while closing business
12:00 - 1:00	LUNCH & LEARN
1:00 - 2:00	Pain + Asking Questions How to discover the compelling, emotionally connected reason they should work with you
2:00 - 3:00	Lead Generation Developing a Practice Development Plan Expanding on Existing Business Generating Referrals Networking + Alliances (COI) Social Selling
3:00 - 3:15	BREAK
3:15 - 4:00	Wrap-Up Tools Overview + Execution: Monthly Marketing Worksheet Business Development 2-Page Worksheet