

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