



Free Monthly Educational

WEBINAR

TUESDAY, FEBRUARY 21, 2023
2:00 P.M.—3:00 P.M. EST

Selling for Lawyers Who Hate to Sell

Register for the Webinar at:

https://us06web.zoom.us/webinar/register/WN_EuiA6vVIRfqBSE4fD9HNkw



National Law Journal Hall of Famer and two-time best-selling author David H. Freeman, J.D., who has trained and coached well over 10,000 lawyers from hundreds of law firms worldwide over his nearly 30-year career, will share powerful techniques for helping lawyers build great books of business in ways that are both effective and enjoyable.

During this free, one-hour webinar, David will discuss winning approaches to personal branding, building great networks (both internally and externally), delivering “wow” levels of service, cross-selling, getting and maximizing client meetings, staying top-of-mind and much more. The program is open to ALA members and is also perfect for firm lawyers who seek new approaches that don’t feel pushy or salesy.

Takeaways from this program include:

- Learn dozens of approaches lawyers can immediately use to jumpstart their business development efforts.
- Understand how to get lawyers to follow through on their commitments.

P.S. As an extra bonus, one lucky attendee will receive David’s new online business development program (www.lawyerbookbuilder.com), which provides a step-by-step blueprint for how to become an exceptional rainmaker.



David H. Freeman, J.D. is a former practicing lawyer from New York, an award-winning consultant, and a two-time best-selling author.

He’s a member of the *National Law Journal* Hall of Fame for being voted the #1 business development consultant and coach in the United States for several consecutive years.

David is the founder of David Freeman Consulting Group, he’s trained and coached well over 10,000 lawyers in over 200 law firms world-wide, he’s worked with nearly half of the Am Law 200, he’s the author and co-author of 14 books on law firm business development and leadership, and he is the creator of Lawyer BookBuilder, an online self-study program that shows lawyers how to become exceptional rainmakers.

CLM_{SM} App Credit for Functional Specialists: 1 hour in the subject area of Legal Industry/Business Management (LI) towards the additional hours required of some Functional Specialists to fulfill the CLM application.

CLM_{SM} Recertification Credit: 1 hour in the subject area of Legal Industry/Business Resource Management (LI).

Handout is made available to attendees to download during the event. Recording and handout will be available later the same week by Cyber Chapter members via their community forum.

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