



How to Initiate and Maintain Client Relationships

Learn specific steps for initiating and cultivating professional relationships that will enable the achievement of marketing goals

During this interactive workshop participants will learn:

- ⊙ **Specific steps** for building and cultivating professional networks
- ⊙ **Techniques** for identifying the key characteristics of target contacts
- ⊙ The **best places** to meet professional contacts
- ⊙ How to work a room successfully and **maximize networking opportunities**
- ⊙ A **marketing action plan** that will provide daily structure for business development
- ⊙ Tips for **transforming** professional contacts in to clients
- ⊙ Strategies for **focusing on and following up** with your most important relationships



Over the past eleven years, Eva Wisnik has worked with over 70 of the AmLaw 100 firms nationwide and conducted nearly 600 training programs.



BUSINESS DEVELOPMENT TRAINING CLIENT LIST

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