In response to the strong interest expressed by our members in the Annual Survey and at the AGM 2005 in Mexico City, Interlaw has entered into an agreement with SAGE PDI Inc. to jointly offer a series of web-based business development seminars for our members.

What is a Web Seminar?

A web seminar allows your attorneys or marketing teams to remotely attend a seminar without investing the extra time and travel cost required to attend a live, in-person presentation. They simply open up a webpage to view the slides and dial in to hear the live, verbal presentation over a group conference call. You can include as many attorneys in a training session as your conference room will hold—all for the same low cost. You only need a conference room with an Internet connection, the ability to project the web presentation on the monitor so that all can see, and a telephone line with speakerphone capability to hear the audio portion of the seminar.

The Advantages to Your Firm:

Economical - The seminars cost a fraction of what you would pay for similar training at an open forum. Also, ***any number of people can attend*** in the room where you connect to the site and the call — at the same low price. So the format is perfect for a team or group of co-workers. And no travel costs!

Time-saving - You can attend no matter where in the world you are located, with no commuting or down-time. Each seminar will run for approximately 90 minutes.

Appropriate For Both Partners and Associates - The Web seminars are designed to provide a full range of business development skills so they are relevant and valuable for all levels within your firm.

Only Interlaw Member Firms Participating – Although the focus will be on proven successful strategies and approaches to business development, readily adaptable to different cultures, creating business opportunities within Interlaw will also be emphasized. Faculty includes an Interlaw staff member.

Offered at Convenient Times – Each seminar will be offered at two different times to accommodate members in different regions and time zones.

Web Seminars Have Been Proven To Work – *"The web seminar format was a success and the content went down very well with our lawyers. The minute the word "selling" was mentioned I could see the look of terror in their eyes; however, they looked much more at ease when they learnt that selling legal services is an interviewing process rather than a sales pitch. I have received positive feedback from several of our lawyers including our Managing Partner. We plan to run follow-up sessions during the coming months."*

Marketing Manager, Hunt & Hunt

Program:

There are three series with two seminar topics offered per series. Firms can enroll by series ($500 USD per connection for both seminars in a series) or by individual seminar ($300USD each). This registration is for an individual connection for one of your offices. Therefore, you will have to sign up for each office or location that wants to attend.

Each seminar is offered on two different dates and times to accommodate different time zones. When you register, you are free to attend either of the two sessions offered for that month. But, you cannot attend both without paying for an additional registration.

The overview of the Web seminars is provided below. In addition we have provided a detailed description of each Web seminar in the appendix (pages 5-11) – including a seminar summary, the program objectives and specific topics covered.

BE SURE TO CONVERT SEMINAR TIMES TO YOUR TIME ZONE!

Series #1: Best Practices in Network Building

A) **Network Building Methods of the Best Business Generators** How to focus on your ideal clients, turning your clients into your sales force, auditing your current network, getting introductions rather than referrals and how to network with a purpose.

Tuesday, January 24, 8:30 AM Los Angeles
Thursday, January 26, 5:30 PM Los Angeles

B) **Building Your Professional Reputation** Creating a wealth of word of mouth advertising, building a team of professional allies, joining and working the right organizations, and designing a personal, direct-marketing engine

Tuesday, February 14, 8:30 AM Los Angeles
Thursday, February 16, 5:30 PM Los Angeles

Series #2: Best Practices Building Client Relationships

A) **How To Keep Clients and Expand The Relationship**: Understand what clients value, learn what it takes to become a business advisor, apply the SAGE relationship hierarchy to your accounts, and deliver the type of client-based marketing that grows your relationships.

Tuesday, March 7, 8:30 AM Los Angeles
Thursday, March 9, 5:30 PM Los Angeles

B) **How To Manage Client Account Teams:** Align the right resources against your top client relationships, audit and diagnose the current health of these relationships and gaps to address, anticipate and target "business trauma" that creates opportunities for you and how to organize and pursue work like a wolf pack.

Tuesday, April 4, 8:30 AM Los Angeles
Thursday, April 6, 5:30 PM Los Angeles

Series #3: Best Practices in Rainmaking

A) [How To Sell Services Like A Professional] The biggest selling mistakes that attorneys make, how to sell like a business doctor, listening your way to more engagements, determining if clients are qualified, separating yourself from the competition and leveraging your existing professional skills

Tuesday, May 2, 8:30 AM Los Angeles
Thursday, May 4, 5:30 PM Los Angeles

B) [Cross Marketing and Cross Selling] How to sell like a team, marketing into a client's trauma, finding all of your advantages, packaging your capabilities to appeal to a client and how to organize and manage the business development cycle.

Tuesday, June 20, 8:30 AM Los Angeles
Thursday, June 22, 5:30 PM Los Angeles

How to Register

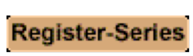
You can register for the Web-seminars at http://www.sagelawmarketing.com/Interlaw. To register, you will need to use a credit card.

Please note: If you have any questions or difficulties when registering or desire to pay in an alternative fashion, please contact Alesia Daniels (adaniels@interlaw.org; +1-310-556-0042)

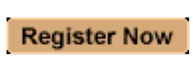
When you go to http://www.sagelawmarketing.com/Interlaw, you will be taken to the overview page, To register for the Web seminars,

1. In the left hand margin, go to the series that you are interested in registering for and click on it:
   - **Series 1: Network Building*: (January and February)***
   - **Series 2: Client Management*: (March and April)***
   - **Series 3: Rainmaking*: (May and June)***

2. To register for ***both*** Web seminars in a series (***e.g. January and February***) for $ 500, go to the ***left hand column*** and select the button below



3. To register for a single Web seminar (***e.g. only January***) for $ 300, scroll down next to the description of the Web seminar offered for that month (in the main section of the page) and select the button below:



4**.** When you register, you are free to attend ***either*** the program offered on Tuesday or Thursday ***(but not both sessions).***

5. After you click on the registration button, you will be taken to a secure page where you can enter your credit card information. ***Please make sure that the address that you enter on this screen is the same as*** the ***billing address on the card that you are using. Otherwise, you will get a notification that your transaction did not go through.***

6. If you have any problem registering, please contact *Alesia Daniels (adaniels@interlaw.org; 1-310-556-0042)*

7. After you have registered we will send you a confirming e-mail within a day or two.

We thank you for your interest in the Interlaw Business Development Web seminars. Look forward to working with you to develop the marketing and selling skills of your partners and associates in 2006.

Appendix

Interlaw Business Development Web Seminars

<u>SERIES #1</u>: BEST PRACTICES IN NETWORK BUILDING

Session 1 of 2

"<u>Network- Building Methods of the Best Business Generators</u>"

Tuesday, January 24, 8:30 AM PST
Thursday, January 26, 5:30 PM PST

Key to rainmaking success is the quality, depth and reach of the business relationships developed through professional and social networks, yet few attorneys have a strategic plan to establish and cultivate this essential career asset. This "first in a series" of Interlaw/Sage Professional Development seminars provides models for identifying, nurturing, and tapping allies to grow your practice – by acting as your eyes and ears in the market, spreading word –of- mouth advertising about your capabilities and providing introductions and referrals to new clients.

Objective of the Web Seminar: This Web seminar will cover the step-by-step networking blueprint and practical practice - building strategies followed by the top rainmakers in the legal profession. Attend this Web seminar and gain the networking skills you need to achieve breakthrough results**.**

Specific Topics Covered:

- 10 Rules for networking success: How to avoid the most common errors and oversights
- Rainmakers' proven techniques to network-building
- Creating chemistry with prospective clients and referral sources
- Presenting yourself: Your 30-second "Elevator Speech"
- The four -stage process of attracting business referrals
- "The Ask"
- Inventory and audit your network
- Social networking and the myth of individualism
- Establishing, maintaining and nurturing your contacts
- How to use the Interlaw network to your best advantage

Interlaw Business Development Web Seminars

SERIES #1: BEST PRACTICES IN NETWORK BUILDING

Session 2 of 2

"Building Your Professional Reputation"

Tuesday, February 14, 8:30 AM PST
Thursday, February 16, 5:30 PM PST

The quality and reach of your professional reputation is what attracts clients to you. Attorneys know that building their professional reputation in the business community is vital. Yet few have either defined the reputation that their ideal clients value or know the best methods for making their clients and allies keenly aware of their professional capabilities. Some attorneys think that superb work speaks for itself. But in today's competitive and crowded legal marketplace, part of your professional responsibility is to make sure that potential clients are aware of your capabilities and understand how they can benefit from working with you.

Objective of the Web Seminar: This session will teach you the fastest and most effective way to build your personal brand in your targeted client base. Learn how to pursue a focused set of personal marketing initiatives that will have the strongest impact on establishing your reputation as a business advisor and well-respected expert.

Specific Topics Covered:

- What is the source of your professional reputation?
- "Word-of-mouth" credibility as the most important aspect of reputation building
- Identify the kind of professional reputation that clients value – and how this differs from what the average attorney strives for
- Define your personal brand
- Market yourself inside your own firm and through your social networks
- Co-market yourself with a set of professional allies
- Strategically select and "work" the right organizations
- Platform and articles that extend your personal reputation
- Turning contacts into advocates
- Building your professional reputation within Interlaw

Interlaw Business Development Web Seminars

SERIES #2: BEST PRACTICES OF BUILDING CLIENT RELATIONSHIPS

Session 1 of 2

"How To Keep Clients and Expand The Relationship"

Tuesday, March 7, 8:30 AM PST
Thursday, March 9, 5:30 PM PST

Your client relationships are a valuable business asset and attorneys must excel at client service and be continually attentive to their client's industry and business needs. It is no longer enough to simply rely on "doing good work" to retain a client and attract more work. Learn how the best relationship managers in the profession build loyal, enduring and profitable relationships with their clients.

Objective of the Web Seminar:
This program will provide an in-depth understanding of what clients value in their relationships with attorneys and provide new insight on how to achieve the status of a trusted business advisor in the eyes of the client. An approach to step by step client relationship marketing will be presented that ensures that the rainmakers are constantly in tune with their clients' ongoing needs.

Specific Topics Covered:

- What do clients value the most in their relationship with their legal advisors?
- How the Interlaw connection adds value to the client and can grow your business
- How to achieve the status of a trusted business advisor with your client
- Mistakes that attorneys make in relationship building
- Critical things you need to know about your client's business and the people on the client team
- The key steps in developing your client relationships while delivering work to a client
- Finding points of business "pain" that create opportunities to expand the relationship
- Steps to maintain and grow the client relationship after the project ends
- How do develop your client relationship marketing plan
- Leveraging CRM and contact management technology

SERIES #2: BEST PRACTICES OF BUILDING CLIENT RELATIONSHIPS

Session 2 of 2

"How To Manage Client Account Teams"

Tuesday, April 4, 8:30 AM PDT
Thursday, April 6, 5:30 PM PDT

"The 60-30-10 Rule". We all know that at least 60% of our work comes from our existing client base, another 30% from direct recommendations from these clients and other "connectors" and only 10% from new sources. This session will prepare you to broaden your base of work with your largest clients and out-maneuver other firms competing for an increasing share of their business. Learn how to organize, market and sell as a client-centered team.

Objective of the Web Seminar:
In this program you will learn how to develop a client relationship strategy for your top clients, assess your current position and competitive advantages within the client organization, define a set of marketing and selling platforms to grow the relationship and mobilize an elite team from your firm to pursue the service opportunities.

Specific Topics Covered:

- How do develop your client business profile
- Why clients benefit from your firm providing 'one-stop-shopping" and how Interlaw can provide the competitive edge.
- Why you need to market and sell as a team
- How to develop your client business profile
- Evaluating the strength of your current relationship with the client
- Defining your client account development strategy.
- Selecting the right team members
- How to market and sell in a cohesive team approach
- The roles and responsibilities of team members
- Picking your best marketing and selling platform tailored for this account
- Networking and extending your relationships within the account
- Managing the marketing and selling pipeline
- Using client-centered Interlaw teams to develop more business

Interlaw Business Development Web Seminars

SERIES #3: BEST PRACTICES OF RAINMAKING

Session 1 of 2

"How To Sell Legal Services Like A Rainmaker"

Tuesday, May 2. 8:30 AM PDT
Thursday, May 4, 5:30 PM PDT

Many attorneys are uncomfortable with the selling process because they mistakenly perceive *selling* as "pitching, convincing and persuading" clients to give them their work. Since many attorneys lack professional selling skills, they may end up wasting time by pursuing poor opportunities, selling to the wrong prospective clients and by looking and acting like their competition. Instead, rainmakers have learned to sell like a "business doctor", spending their time in front of prospective clients by asking the right questions and *listening* as a way of making the "sale".

Objective of the Web Seminar:
Learn a *systematic, professional and proven approach* to conduct a "sales interview" with clients and prospective clients. Leverage your existing professional skills to build personal chemistry, understand the client's business needs and *listen* your way to landing new clients and additional work.

Specific Topics Covered:

- Understanding how clients buy and how this buying process determines the way to sell successfully
- How to *sell* like a trusted business advisor
- Biggest mistakes that attorneys make when selling
- Qualifying the sales potential with a client
- Developing a client-centered questioning strategy
- Listening your ways to more sales
- Getting the client to write the proposal for you
- Discuss fee issues
- Distinguishing yourself from the competition

Interlaw Business Development Web Seminars

SERIES #3: BEST PRACTICES OF RAINMAKING

Session 2 of 2

"Mastering Cross-Marketing and Cross-Selling"

Tuesday, June 20, 8:30 AM PDT
Thursday, June 22, 5:30 PM PDT

Rainmakers are looking proactively and continually looking for new ways add value to their clients. They are fully attuned to the full spectrum of business and legal needs their clients may have -- even if it is a need that the rainmaker can't personally address. They provide their clients with a steady stream of business ideas that turn into new work for the rainmaker and the firm. Rainmakers know that being a trusted advisor means bringing in the appropriate colleagues, allies and resources that their clients need to solve their business trauma.

Objective of the Web Seminar:
Learn how to sell more services to your existing client base by showing you how to sell follow-on work to current matters and introducing your other practice specialties that the client needs, but is not currently using. Learn how promoting your affiliation with the Interlaw network can assure your client that you can provide them with legal services worldwide, thus eliminating the perceived need for them to find a national, regional, or international law firm to service their expanding legal needs.

Specific Topics Covered:

- Why cross market and cross selling is essential to expanding your share of a client's legal business
- The internal firm barriers to effective cross-marketing and cross selling
- Selling the next project to a client while delivering current work
- Anticipating a client's need for services and sole sourcing the work
- Packaging your services to appeal to your client
- Using the 7 best marketing methods to expand your base of work with a client
- How to excel at marketing and selling as a team
- Taking advantage of relationship mistakes that competing firms may make with this client

The Instructors:

Larry Bodine is the Executive Editor of *Professional Marketing* magazine, the North American publication for marketing in the law, accounting and management consulting professions.

Since 2000 Larry has also been a strategic marketing consultant. He advises professional firms and businesses on marketing strategy, individual business development plans and Web sites. Typical assignments include developing a firm wide marketing strategy, meeting with partners to compose individual marketing plans and using technology to market a law firm.

He is the former Director of Communications of Sidley, Austin Brown & Wood, where he served for eight years. He also has 15 years experience as a journalist, serving as Editor and Publisher of the American Bar Association Journal, the National Law Journal, Lawyers Alert (renamed Lawyers Weekly) and other news publications.

Larry practiced law in Madison, Wisconsin and is a cum laude graduate of both Seton Hall University (J.D., 1981) and Amherst College (B.A., 1972).

Michael G. Cummings is the managing principal of SAGE PDI, Inc. (*SAGE Professional/SAGE Law Marketing*), based in St. Charles, IL. He has been a marketing strategy and business development consultant for over 20 years. Michael is co-author with Allan Boress of *The Best Practices of Legal Marketing* (2004).

Prior to establishing SAGE, Michael was a partner at Mercer Management Consulting - a leading business design consulting firm. At Mercer, he was responsible for new business development, managing client relationships and delivering business design engagements in the communications, information and industrial industries.

He was an account leader of Mercer's top account: IBM. Using his account planning, relationship management and selling skills, Michael helped Mercer to create over 300 senior executive relationships and a sustained base of business. He also led account teams aimed at expanding relationships with Motorola, Siemens and NCR.

Early in his career, Michael was a member of the team that established the marketing function at Andersen Worldwide (Arthur Andersen & Accenture).

Regina A. McConahay directs marketing, communications, and business development for the Interlaw network. As Chair of the Interlaw Marketing Partners and Professionals Special Business Team, she presents programs and workshops on networking and marketing for attorneys and professionals that incorporate leading edge techniques for application to network business development. She directed the 2005 rollout of the Interlaw website www.interlaw.org and edits the association's quarterly newsletter, *The Interlawyer*. Ms. McConahay has introduced Interlaw to legal and business writers, editors, and researchers in the Americas, Europe, and Asia, resulting in expanded news coverage of the Association and member firms. She represents Interlaw at professional conferences and meets directly with global member firms. Regina comes to Interlaw with some twenty years experience in relationship-building for complex organizations and associations. Until joining Interlaw in 2002, she was the Director of the Communications Center and Editor of *UCLA Law Magazine* for the University of California at Los Angeles (UCLA) School of Law. She graduated with honors from both the University of California and Stanford University Mass Media Institute.

clients to develop business for