

For lawyers of all experience levels, your ESQusite team has almost forty years of experience training lawyers in business development and sales. As marketing is not taught in law school, we learned early on that virtually all lawyers need help when it comes to business development. There is also an inherent negative feeling about the selling of legal services. We have heard far too many times, “I did not go to law school to become a salesperson.” Yes, the practice of law is a noble profession, but it is also an ultra-competitive industry. If you are in private practice, you need to be able to get clients, service clients, keep clients and grow clients. Don’t leave it to chance, learn how to do it right.

From identifying your ideal client to helping you prepare for pitch meetings, to building out your network and learning how to listen and ask for work, to building a relationship with your contacts and creating strategies for those 6-12 touches per year, and holding your hand to make sure all of these things get done, ESQusite can help take the “used-car-salesperson” feeling out of selling.

We offer custom business development and sales training programs to law firms of all sizes and individual attorneys. Our programs can be a one-shot session at a law firm retreat, or a series of programs. It all depends on your needs. If done right, BD and sales can be both fun and enjoyable! Please reach out to us to learn more.