

Tenandahalf's

PRACTICE BUILDERS' MANUAL



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The PRACTICE BUILDERS' MANUAL brings together a wealth of specialist professional services marketing and business development experience.

Over the year PRACTICE BUILDERS' MANUAL builds into a comprehensive guide that will refresh your fee earners approach BD and give them the skills they'll need to win more new clients and win more work from the clients you already have.

What is The **PRACTICE BUILDERS' MANUAL**?

The **PRACTICE BUILDERS' MANUAL** an electronic subscription that delivers all of the specialist marketing and business development advice, tips and tricks your fee earners will need to refresh their approach to BD and find more effective ways to win new work and create new opportunities.

Every month we cover a new business development topic in:

- Practical step-by-step guides that explain how to do every type of business development
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- Proven tips (and easy short cuts) that will help you improve the key components of your business development plan – new client acquisition, client development, networking, content marketing and public speaking
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- Templates and pro-formas you can copy and paste straight into your daily work
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- Tools you can use to measure the effectiveness of your marketing and business development and monitor the progress your fee earners are making

And given the current situation we now include detailed advice on how to do 'BD from home' in month 1 so you know what to do while you're unable to get out and see your clients and contacts.

At the start of every month we will deliver all of the material on the new topic and that is then yours to circulate, save and use.

But if that's not enough The **PRACTICE BUILDERS' MANUAL** also includes:

1. Access to hugely experienced BD specialists

An email address that will give you direct access to our directors in case you'd like to discuss any of the points raised in any of the modules in more detail.

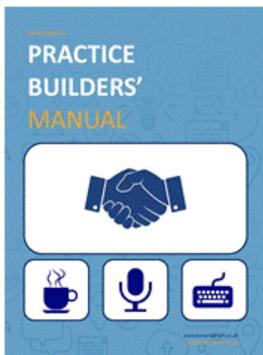
2. Our end of year assessment

At the end of month 12 we will send you our Personal BD Plan template. You can then circulate this amongst your fee earners so that they can use what they have learned to create an effective personal BD plan for the year ahead. Then, if you send us their plans we will provide you with an independent assessment of where their plans could be improved and highlight the areas that may require additional training to perfect.

3. Your own business development library

All of the content you receive during your subscription is yours to keep. You can store it within easy reach so that your fee earners can access what they need whenever they need it. Or you can use the content to create your own BD training session internally.

How does the year break down?



And The **PRACTICE BUILDERS' MANUAL** isn't just for fee earners. As a subscriber we will also give you free access to 'Chiefs of First Impressions'.

This module is designed specifically for your support staff and explains how they can help create a truly exceptional client experience in reception, on the phone and in every written communication.

As you concentrate on fees, it's easy to overlook how you come across at that all important 'front of house' stage but experience has taught us that when you get it right, your firm's retention and referral rates will automatically increase.

We are confident enough to say that this module alone will more than cover the cost of your subscription to The **PRACTICE BUILDERS' MANUAL** given the new opportunities your new and improved client service offering will generate.

REACT REFRESH RETURN

The **PRACTICE BUILDERS' MANUAL** is part of React, Refresh, Return, Tenandahalf's 3 step plan to help law firms survive today and prepare for tomorrow.

If you'd like to find out more about React, Refresh, Return, please email info@tenandahalf.co.uk.

Meanwhile, to sign up for The **PRACTICE BUILDERS' MANUAL** please email douglas@tenandahalf.co.uk.

We will send you all of month 1's videos, downloads, templates and tips absolutely free of charge and with no obligations.

After a month we'll be in touch you to ask if you'd like to continue. If you would like to continue, the cost for the year is only £1795 and that covers:

1. All of the videos, 'how to' guides, top tips and templates for modules 2-12, content you can save forever in your own BD 'best practice library'
2. The extra 'Chiefs of First Impressions' module
3. Our assessment and planning model which will help all of your fee earners create effective personal BD plans that will win work for the firm for years to come
4. Direct access to our directors as and when you have questions relating to the 12 modules you'll receive during your subscription



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