

Hinshaw's Women Attorney Network Hosts Presentation “From Relationships to Revenue: Exploring Strategies & Tactics That Work”

Event

Dec 4, 2015

On December 4, 2015, Hinshaw & Culbertson LLP and members of the firm's Women Attorneys Network (WAN) in its two Los Angeles offices gathered for a lunchtime presentation, “From Relationships to Revenue: Exploring Strategies & Tactics That Work.” Andrea Groomes from Threshold Advisors was the featured speaker for the event, which was videocast across the country in many of the firm's regional offices.

The discussion focused on the differences between the communication styles of women and men, and addressed the ways in which people can leverage those differences in an effective manner for the purpose of rainmaking. Ms. Groomes discussed how the legal professional has transitioned from push marketing to pull marketing, and how shifting the approach from mere business relationships to strategic relationships is crucial for success. Ms. Groomes added that developing a personal brand; distinguishing brands from niches; cross selling, and buddy networking were also important attributes of business development. At the conclusion of the event, attendees were supplied with a list of books that she recommended that all attendees read in an effort to organically develop their own book of business. Since the event concluded, members in the Los Angeles offices have begun discussions on beginning book.

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