

## ABOUT CORPORATE LADDERS

**Corporate Ladders** award winning Business Development coaching and training has helped hundreds of attorneys at all levels close new originations, expand their practice, and build their book.

From recommending problem-specific solutions and business development strategies, to developing business plans and customized marketing initiatives, our dynamic senior talent, visionary foresight, expertise and experience gives you the edge on your competition.



Schedule your

**FREE PRACTICE ASSESSMENT**

**Call Today: (201) 825-8296**

or

**Schedule Here:**



*Coaching Helps Your  
Business Get to the Top*

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**Business Coaching  
for  
Attorneys**

*Coaching for Legal Professionals*



**M**anaging and growing a legal practice is no easy task. Keeping up with phone messages and emails, changing court dates, endless filings, and responding to clients' needs while providing outstanding representation can consume many of your available billable hours - not leaving much time for finding new clients.

Today, more than ever, attorneys must expand their practice by closing new originations and developing more work with existing clients. Without a continuous inflow of new business, your practice remains stagnant and exposed to unnecessary risk. These challenges require a robust prospect pipeline and the "rainmaking" skills to close profitable client engagements. Corporate Ladders coaches attorneys to grow their books and build their practice. Do you need help?

## Ask Yourself the Following Questions:

Is your client book growing fast enough to build a strong practice for today and the future?

Is your client book large enough to "get you a seat at the table?"

Do you know the best way to build your practice?

Do you have a plan to grow your practice; Are you confident it is the best way to grow your book?

Have you assessed your skills and ability to attract new clients to you AND the firm?

Once you identify potential clients, are you able to get engagements closed?

If you answered "NO" to any of these questions, Corporate Ladders will coach you on the essentials of business development to improve your practice and build your book. Our team has worked with and coached hundreds of professionals to clear away the distractions, master the required techniques, and grow their books. Best of all, working together will not impact your workload, reduce billable hours, or diminish client satisfaction. We can help you too.

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**At Corporate Ladders, your success is our success!**

We bring over 35 years experience working with professionals to grow revenues to the next level.



## OUR PROVEN APPROACH

### Review & Assessment

To begin, we will thoroughly review, evaluate, and assess your current practice and business development efforts. As part of our process, we will also review your firm's marketing support capabilities and initiatives, and your personal plans for business development. We will identify areas and activities where your exposure is greatest and discuss our findings with you. As part of the process, we will recommend strategies to mitigate these challenges and create opportunity for improvement.

### Business Development Coaching

What really sets Corporate Ladders apart from other business development firms is our COACHING. We recognize that the best business plans, strategies, programs and methodologies require successful execution and follow through to assure success.

Working together, we will customize a "BUSINESS DEVELOPMENT PLAN" that works specifically for YOU and YOUR practice! Then, we'll coach you through the process of what to do, why to do it, and ways to do it that offer the best chances for your success.

### Testimonials

"I found working with Corporate Ladders to be extremely helpful. They helped me to look at business development with a completely different mindset and helped me to gain the confidence to know that I have what it takes to develop new business."

"Working with Corporate Ladders' increased my confidence in my ability to pitch to potential clients. The results: I doubled my book in six months!"

"My biggest takeaway was that there is not just one way to develop business and being myself with some new techniques was enough."

"I feel like in the past I may have reached out to contacts but then given up too easily if I didn't receive immediate positive feedback. Corporate Ladders coached me through that challenge."

"I found working with Corporate Ladders to be extremely helpful, and I now have a workable business plan just for me. Their strategies of going through my current book, learning new methodologies, and reaching out to old contacts, while pursuing new ones was very insightful."