






## THE ART AND SCIENCE OF SCHMOOZING

(Business Development Through Strategic Networking)

No matter what your area of practice is . . . no matter at what level in a firm you are . . . even if you're not currently working, effective networking is the **SINGLE** best source of referrals, clients, employees, business partners, and vendors. And, because of normal attrition of all these components to our business, all of us need to keep building our brand and seeking opportunities to help fill our pipeline. But, let's be honest – you probably *stink* at it.

The majority of us **HATE** networking, marketing, and selling. Why? It moves us out of our comfort zone, makes us take risks, and puts us on display. We don't know where to go, we don't know why we're going, we don't know how to approach strangers, we don't know what to say, and we don't know how to escape.

**THE ART AND SCIENCE OF SCHMOOZING** is an interactive 60-minute workshop that will help you become confident and more effective in networking. It identifies five critical steps to profitable business development:

-  **WHAT'S YOUR FOCUS?**
-  **HOW TO DEVELOP AN OPENING LINE**
-  **HOW TO MOVE AWAY FROM THE WALL**
-  **IF YOU CAN'T JOIN THEM, GO AROUND THEM**
-  **THE IMPORTANCE OF FOLLOW-UP**

You'll learn some quick tips and techniques that you can take back to your firm immediately and start getting results. You can't afford to miss this workshop.

FOR INFORMATION ABOUT OFFERING THIS **FREE** WORKSHOP TO YOUR LOCAL BAR ASSOCIATION, PLEASE CONTACT:

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