

You Can Double Your Revenue

With this 120 Day Group Training Program



Lori Williams,
Co-Facilitator



John Lankford,
Co-Facilitator

Are You Tired of Just Getting By?

Discover the formula to attract the right clients,
close more business, and make more money.

*Professional Service Providers, Small Business Owners,
and Sales Associates are encouraged to attend.*

**Learn what other professionals and small
business owners are doing to double their
revenue and have more free time.**

Learn best practices in:

- Time Management;
- Business Systems;
- Referral Marketing;
- Networking Mastery;
- Lead Generation;
- Financial Tracking;
- Measurement and Accountability.

Program Fee:

Four payments of \$500/month
paid the first of each month
(September – December).

Dates:

Sessions will be twice a month
starting on September 10th and
ending December 17th.

***See attached program dates,
topics, details, and
testimonials.***

Register Today!

Space is limited to 5-8 enrolled participants. Hold your spot with the first month's deposit of \$500.



120 Day Group Sales & Marketing Training

Co-Facilitated by John Lankford and Lori Williams

Session	Session Topics and Sample Homework Exercises
<p>#1 9/10/15</p>	<p><i>Pre-work to session:</i> Complete online DiSC assessment using link we send you for a free assessment</p> <ul style="list-style-type: none"> ▪ Program Review/Expectations ▪ Planning, goal setting and how we will measure progress ▪ Establish a financial baseline & program rules ▪ Business development and sales overview <p><i>Homework for next session:</i> Bring a list of all business development activities you did for the last 12 months. Also, practice using DiSC tool to “read” people.</p>
<p>#2 9/24/15</p>	<ul style="list-style-type: none"> ▪ Understanding the system of networking ▪ Mastering networking with a purpose <p><i>Homework for next session:</i> Practice a strategic networking follow-up script & system.</p>
<p>#3 10/8/15</p>	<ul style="list-style-type: none"> ▪ Participants draft their “sales system” ▪ When and how to use scripts to close more deals/clients ▪ Lead tracking <p><i>Homework for next session:</i> Each participant draft a document listing every referral source/partner (first name, last initial) for the last 12 months, and the number of referrals each referral source gave to you within last 12 months.</p> <p>Also, draft a script for the first phone call with a new lead.</p>

Session	Session Topics and Sample Homework Exercises
#4 10/22/15	<ul style="list-style-type: none"> ▪ Discuss each participant's lead generation master plan ▪ Draft your USP (unique selling proposition) as it pertains to your business ▪ Understanding your customer's/client's changing needs ▪ How to upsell to clients/cross-market, and mistakes to avoid <p>Homework for next session: Create a first draft of your marketing calendar. Also, interview 5 other business owners or professionals to solicit ideas for collaborating with them to cross-market each other to clients and referral sources.</p>
#5 11/5/15	<ul style="list-style-type: none"> ▪ Stallions: How to build your strategic alliance system ▪ Designing and implementing strategies/methods to add value to your existing referral relationships (current/past clients; friends/family; network) ▪ When and how to solicit powerful testimonials <p>Homework for next session: Update your marketing calendar for the remainder of the year.</p>
#6 11/12/15	<ul style="list-style-type: none"> ▪ Referrals: How to increase the quality & quantity of referrals ▪ How to effectively position yourself with clients and people in your referral network ▪ The role of testimonials (when and how to use them) ▪ How to provide value for your referral partners <p>Homework for next session: Refer back to your list of all your referral sources and document what you did with those referrals. Identify your top 4-5 referral sources, and note what you did for them.</p>
#7 12/3/15	<ul style="list-style-type: none"> ▪ Managing your time: keys to execution & execution challenges ▪ Strategic alliance 3 month review <p>Homework for next session: Monitoring choices with the amount of time each participant is devoting to developing new business opportunities and sales follow-up activities.</p>
#8 12/17/15	<ul style="list-style-type: none"> ▪ Study how well all business development activities are producing results ▪ Measurement review ▪ Review Marketing Calendars



120 Day Group Training Program Details:

- 1) We meet in a small group of up to 8 participants with 2 program facilitators who lead you through a proven curriculum of sales and marketing tools and techniques that get results. It is not uncommon for graduates of our program to more than double their business revenue, using the techniques from this program. **(See session flyer for dates and topics, and testimonial flyer for results).** We also sometimes tweak the program as we go to customize it to the needs of the participants. Each group is different but we are always committed to your individual success.
- 2) Sessions are always on Thursday mornings from 9:30am - 11:30am. We begin promptly at 9:30am, so arrive a few minutes early! We may finish early some sessions, but request you block out 2 hours to give ample time for teaching, questions, and group sharing.
- 3) The program will start September 10th and conclude December 17th. See attached schedule for exact dates.

Meeting location:

The Intelligent Office

900 Wilshire Drive, STE 202, Troy, MI 48084 (248) 519-2300.

(This phone number is for directions only).

- 4) There is homework in between sessions which supplements what you learn in the session. This isn't busy work; you will be working ON your business.
- 5) Program fee is \$500 per month per participant, payable the 1st of each month September – December.

Send all payments to:

Your Legal Resource, PLLC, PO Box 1552, Birmingham, MI 48012-1552.

For more information about this program and its facilitators, see session flyer and testimonial flyer.

Or call or email:

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Testimonials from Graduates of 90 Day Group Training Program

“I completed a 90 Day Group Training Program led by John Lankford and Lori Williams. The sessions were focused, intense, and each produced immediate results. As a seasoned attorney who recently started my own practice, the course provided me with a blueprint to implement systems to streamline both my marketing and my production. I am fine tuning office systems which will benefit my practice and two other attorneys with whom I share office space. We had been wasting too much time due to the lack of a systemized approach on the production side. I now also have a much more intentional and strategic marketing plan for increasing new business, which is producing new profit already. There is work involved to see results, but it is worth it. I highly recommend this Group Training Program.”

-Attorney Thomas J. Mohan

“As a result of training I received from John and Lori in the 90 Day Double Your Revenue Program, my revenue did in fact double in less than 6 months. I am also much more strategic with my time and am now working with the right clients. Although my client base continues to grow, I am not working more hours, just more effectively in the hours that I work. The 90 Day Program increased my level of satisfaction I get from work, and in my personal life because I have more time to spend with my family and leisure activities.”

-Suzanne, Financial Advisor

“I have been a practicing attorney for more than 30 years, but mostly in house. It was not until opening my own office last year that I had to actually reach out to prospective clients. Like many lawyers, I am not a "salesy" guy and was not looking forward to the sales aspect of my practice, but the 90 day workshop corrected many misperceptions I had about the sales process. John's training is rigorous, and he makes you work and think. The value I received was well worth the cost. I would recommend it to anyone, but especially lawyers.”

-Attorney David J. Vigna

“Much of the information contained in John and Lori’s 90 day workshop schedule might appear to be common sense. However, in reality it was a workshop full of information and executable action steps that if followed will lead to greater success. This training allowed me to honestly look at my current practices and take responsibility to make the necessary changes and move forward to reach my goals. Creating processes and systems can be painful at times, but it was worth it. The process improvements have already produced significant efficiencies in my work habits, and increased productivity overall in my business.”

-Pam Sarkisian, Evolution IT Services, Inc.

“Forget all the ‘shiny new tools’ such as social media, website SEO, or any other next ‘best practice.’ Tactics and tools are always changing and evolving, but one thing doesn’t change – business fundamentals. And this is exactly what John and Lori bring you back to over the course of this 90 day workshop.

John will help focus your efforts on the business of business and a disciplined process that will help you measure the outcome of your efforts. We have just begun using some of the skills learned in this course and we are already more focused and more quantitative in assessing our efforts. We are confident that these skills and disciplines will pay dividends in the months and years to come.”

-Alan Hahn, Business Development Manager

“John Lankford taught me that anything can be systematized, and he gave us tools to create systems needed for our business. My business partner and I completed the 90 day group coaching program with John and Lori, and we left with clarity, vision and a plan to create systems to make more money. I would recommend this program to anyone who wants to improve their business results!”

-Kim Lifton, President

Testimonials from Graduates of 120 Day In house Training Program

“Throughout my career I have attended many legal marketing presentations, but John and Lori’s 120 Day Training Program is the best program I have attended. The course has fundamentally changed my approach to marketing and has already generated tangible results. I would highly recommend this training program to any lawyer serious about growing their business. I only wish a course like this was available 30 years ago.”

-Mark F., Attorney

“John’s ideas work to increase business. He helped increase my skill set and knowledge of how to find and secure great clients. John has solutions to problems in marketing, time management, and increased productivity and profits.

Lori teaches people how to market themselves, network, and close the deal. Lori has the contacts we all need and want, and she will help you develop the skills to develop and nurture your own contacts for success. With Lori as your coach, it is not a question of if you will succeed in building your law practice, but how you will handle the new business.”

-Joe B., Attorney

“John is dynamic and shares powerful techniques for jumpstarting your sales efforts. He has mastered the art of developing and implementing a comprehensive and effective sales system that will drive leads to your door.

Lori is a brilliant marketer and networker who has mastered the art of pairing the right strategic partners with one another for their mutual benefit. If you want to increase your leads and sales, get to know Lori. You’ll be glad you did.”

-Robert Z., Attorney

Contact us to discuss how we can make a difference to you and your business:

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