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DEVELOPING REVENUE-FOCUSED LEADERS
LEADERSHIP · BUSINESS DEVELOPMENT · RETREATS

February 2007 Leadership Tip & Measures of the Month

Cross-Selling: Developing Opportunities For Your Group

Things To Do

- ☐ Have meetings with complementary practice group leaders to discuss how to enhance cross-selling
- ☐ Identify cross-selling opportunities you can give to other practice groups
- ☐ Arrange meetings between the complementary groups
- ☐ Make and get commitments to act on opportunities identified
- ☐ Develop a tracking process to keep commitments alive

Measures

- How many cross-group planning sessions can you schedule this month?
  - » Give yourself one point for conducting the session

- Extra credit:
  - » One extra point if you present opportunities to other groups
  - » One extra point if receive commitments from lawyers to make cross-introductions
  - » Two extra points if meetings actually occur
  - » One extra point if successes are communicated throughout the firm

Developing the 2007 Plan

(Print and fill in the boxes to create your personal scorecard)

Group met with	Meeting between groups	Present opportunities to other groups	Commitments made to make introductions	Meetings actually conducted with clients	Communicate successes	Total