



Lawyer Business Development Accelerator

A Practical Client Acquisition Program for Emerging Attorneys

THE CHALLENGE

Senior partners need future rainmakers, but most associates receive little formal training in client acquisition. Traditional programs often require excessive non-billable time and produce inconsistent results.

THE SOLUTION

A structured, assessment-driven business development program combining skills assessment, targeted training, and weekly coaching — limited to 1–2 hours of self-study and one hour of coaching per week.

Program Structure

- **Initial OMG Sales Assessment** of strengths and development gaps
- **Weekly coaching** and implementation sessions
- **Customized learning path** using RAIN Sales Training modules
- **Real-world application** to networking, referrals, prospecting, and relationship development

Three-Step Development Process

1

ASSESS

The OMG Assessment identifies strengths, weaknesses, sales DNA, and client acquisition competencies.

2

DEVELOP

RAIN Sales Training modules provide targeted self-study based on individual needs.

3

APPLY

Weekly coaching translates concepts into actionable business development activities and accountability.

Typical program duration: **12–24 weeks**

Who It's For

Associates, 2–8 Years

Practice Group Leaders

Firms of Any Size

Lateral Hires Building a Book

“Rainmaking is a talent only a few are born with — it’s a skill any associate can learn.”

WHY IT WORKS

Real Impact for Firms and Associates

BENEFITS TO LAW FIRMS

- ✓ Build future rainmakers earlier in their careers
- ✓ Reduce dependence on a small number of partners for new business
- ✓ Increase associate engagement and retention
- ✓ Create a scalable, repeatable client development process
- ✓ Minimize disruption to billable work

BENEFITS TO ASSOCIATES

- ✓ Accelerate client acquisition capabilities
- ✓ Improve confidence in networking and business conversations
- ✓ Develop a personal business development plan
- ✓ Gain practical coaching from experienced professionals
- ✓ Reach new-client goals faster



ABOUT ME

Chris Spafford

Founder, Frabul — Fractional Business Leadership

Leveraging 30 years of sales leadership and training to help the next generation of legal professionals better connect with prospects and increase the number of new client acquisitions.

12–24

WEEK PROGRAM
LENGTH

1–2 hrs

SELF-STUDY
PER WEEK

1 hr

1:1 COACHING
PER WEEK

**OMG +
RAIN**

ASSESSMENT &
TRAINING TOOLS

Build your future rainmakers today — a structured path from associate to trusted advisor.

Start Building the Next Generation of Rainmakers Today

SCHEDULE A CONVERSATION

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