DailyDAC, LLC d/b/a Financial Poise™
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FINANCIAL POISE WEBINARS

THE BUSINESS OF LAW & ACCOUNTING- MAKING MONEY AS A PROFESSIONAL SERVICE PROVIDER 2017

Sponsored by: EisnerAmper

SERIES OVERVIEW

At a time when we are bombarded with news and information about the uncertainties of the economy, successful sales professionals (rainmakers) rest in comfort and confidence knowing that their success is not beholden to the ups and downs of the market place. This series will identify essential Rainmaker Best Practices, that when focused on with discipline and intention, distinguish you, your firm and help you gain a competitive sales advantage. These episodes will focus on WHAT works in any market and HOW to implement the best practices to impact your business with increased revenue, increased leverage of time and resources and improved accuracy and predictability in your sales pipeline all while managing your practice so that your level of service to your clients does not suffer. Each episode is delivered in Plain English understandable to business owners and executives without much background in these areas. Yet, each episode is proven to be valuable to seasoned professionals. As with all Financial Poise Webinars, each episode in the series brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. And, as with all Financial Poise Webinars, each episode in the series is designed to be viewed independently of the other episodes, so that participants will enhance their knowledge of this area whether they attend one, some, or all of the episodes.

EPISODE SUMMARIES

EPISODE #1
Growing Your Practice
October 5, 2017 at 10:00am CST

Grow or Die. A common adage and yet elusive in both the WHAT and HOW to grow profitably. In this webinar, we discuss the essential building blocks for sustained and scalable growth that leverages marketplace and voice of the client research. We also identify how target marketing, messaging, networking and relationship building tactics create predictability in lead generation through clients, prospects, connectors and alliance partners.

EPISODE #2
Key Business Processes & Legal Tech Needs
October 26, 2017 at 10:00am CST

The only thing constant is constant change, and professional services firms are facing unprecedented disruption with innovation and technology. With the ever changing demands on the delivery of professional services, this webinar focuses on how to leverage best practices in business process mapping, how to leverage the latest innovation in technology solutions for service delivery and data analytics and how to create the ultimate client experience for sustained revenue and client loyalty.

EPISODE #3
Personnel Issues- Hiring, On-boarding, Training, Retaining, and Terminating
November 30, 2017 at 10:00am CST

The old adage says that "slow to hire and fast to fire" is the best way to manage your talent, yet many professional services firms do the opposite. Firms rush to recruit and fill open positions and allow substandard performance to linger longer than necessary to avoid the discomfort of termination. This webinar focuses on essential best practices for creating the optimal job profiles, developing engaging immersion and on-boarding programs, cultivating ongoing talent development through training and retention initiatives and understanding how to facilitate termination processes with dignity and integrity.

EPISODE #4
Your Niche and Your Brand
December 7, 2017 at 10:00am CST

The greatest consumer brands in the world realize that branding is emotional, relational and must reinforce the brand promise through every touch and moment of engagement. Like consumer brands, practitioners have personal brands and brand promises whether or not they are being cultivated with intention or by happenstance. In this webinar, we discuss the competence and character traits that produce positive personal brands, how to develop a specific niche and channel for profile raising and how to elevate thought leadership for sustainable client attraction and business development.