



Accelerating Business Growth for Law Firms

Sales Strategy, Processes, and Training

OVERVIEW

Fahrenheit Advisors' Law Firm Growth Team collaborates with law firms to increase sales to new and existing clients. Our work helps your team develop effective sales strategy, improve processes, and sharpen skills to drive profitable revenue to your firm.

Steve Bell, team leader, is a recognized sales authority in the legal field. He has two decades' experience as Chief Marketing and Business Development Officer at an AmLaw 100 law firm, where he engineered and led the profession's first non-lawyer sales force. As a sales and marketing leader at Lex Mundi, he counseled managing partners and client development professionals at law firms of all sizes around the world.

WHY FAHRENHEIT?

- Decades of direct sales experience at AmLaw 100 law firms and Top 10 accounting firms
- Successful track record of training and coaching lawyers to grow business
- Longstanding relationships with members of the Association of Corporate Counsel
- Leadership experience as an equity partner at a professional services firm
- Global network of managing partners, client development professionals, and consultants
- Certified in *Miller-Heiman Professional Services Selling* and *Gallup Strengths Coaching*

SOLUTIONS

- **Growth Strategy & Processes** – develop targeted strategies and winning methodologies to maximize revenue growth
- **Business Development Training & Coaching** – arm attorneys with custom tools to grow new and existing business
- **Fractional & Interim Business Development Leadership** – deploy on-demand business development professionals to drive growth
- **Partner Retreat Programs** – benefit from high-impact sales programs at annual and quarterly firm events
- **Win/Loss Reviews** – gather intelligence and feedback to deepen client relationships and improve future pursuits

INDUSTRY LEADERSHIP

Team Leader Steve Bell's business development leadership in the legal field is widely acknowledged. He is the author of [SAM-Legal: From Key Clients to Strategic Accounts](#) and frequently shares expertise and insight through industry media, including:

- [Say What?! Topics to Keep Conversations with Clients Moving Forward](#) – LawVision
- [Law Firm Sales: Driving Revenue in a Post-COVID-19 World](#) – Legal Executive Institute
- [How to Use Video Conferences to Strengthen Your Brand](#) – LawVision
- [In the Rush to Inform, Don't Forget to Differentiate](#) – LawVision



Steve Bell
Law Firm Growth Team
Leader



John Atkinson
Sales Transformation
Practice Leader