



# Rainmaker Coach™ & The Ultimate BusDev Tool Kit™

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***Many Other Client References Available Upon Request***

App Store > Business > Business Development Inc.



# RAINMAKER COACH™

Business Development Inc. >

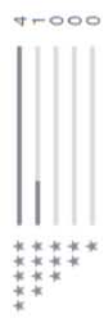
Details Ratings and Reviews Related

## Customer Ratings

Current Version All Versions

Average Rating: ★★★★★ 5 Ratings

Click to rate: ★★★★★



## Customer Reviews

Write a Review App Support

4 Customer Reviews Most Helpful

Thanks, this App is going to help generate business more efficiently ★★★★★  
by lawmarketmaven - Mar 18, 2013

As much as I try to help all our firm's lawyers maximize their time and efforts spent in client development meetings, at pitches, at conferences or seminars, I cannot be everywhere at once. This app is a great support tool. I am recommending all the lawyers in our firm buy it. When is a Droid version coming out?

## LINKS

Privacy Policy  
Developer Website

Great organization-easy to follow ★★★★★  
by Dorech00 - Mar 19, 2013

Was this review helpful? Yes | No | Report a Concern



App Store > Business > Business Development Inc.



# RAINMAKER COACH™

Business Development Inc. >

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Screenshots iPhone iPad

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This app is designed for both iPhone and iPad

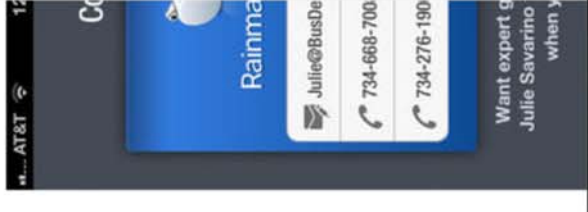
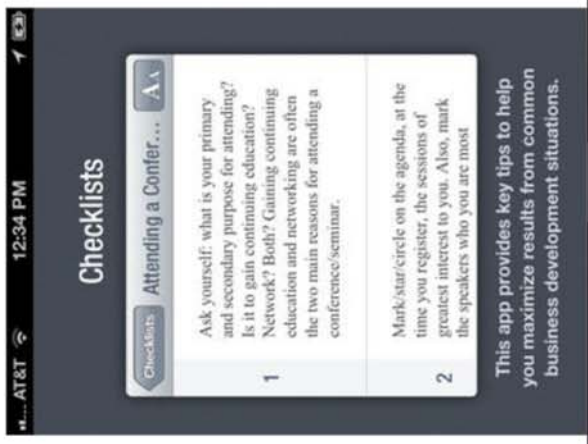
Rating: 4+

### TOP IN-APP PURCHASES

- 1. 1 Year Subscription to Rainmaker Coach™ \$99.99

### LINKS

Privacy Policy  
Developer Website



## What Lawyers Say About Rainmaker Coach Services Delivered By Julie Savarino

"As a rainmaker, new business and client development coach, Julie Savarino is excellent. She understands the law, litigation, and how clients think. Not only does she suggest effective strategies and tactics, she actually drafts sample emails, scripts and other tools needed for me to execute, send or otherwise communicate them, which saved me (a busy lawyer) significant amounts of time. I strongly recommend her rainmaking coaching services."

Mark Mermelstein, Partner, **Orrick**

"Julie Savarino's workshop and coaching services are fantastic! I have practiced law for over 35 years and am a true skeptic regarding business development-type programs. But this one exceeded all my expectations. It was very well done, immediately useful, extremely practical and got right down into details and how-to's. This program also caused me to reflect on how much billable time I had wasted over the years that I could have avoided by having had this training years earlier. It is time worth spending for any lawyer."

David C. Hannan, Senior Member, **Maynard Cooper & Gale**

"Julie Savarino is an excellent rainmaker, new business and client development coach. She understands the law, litigation, and how clients think. Not only does she suggest effective strategies and tactics, she actually drafts sample emails, scripts and other tools needed for me to execute, send or otherwise communicate them, which saved me (a busy lawyer) significant amounts of time. I strongly recommend her rainmaking coaching services."

Robert Long, Partner, **Alston & Bird**

"As a busy lawyer, I fit in business and client development efforts when I can within my limited available non-billable time. Julie Savarino's coaching services helped me use that time much more effectively by streamlining and focusing my efforts. She knows what to do, coached me effectively on various options, then helped me get them done. Her attention to detail and follow-up is superb. I highly recommend her coaching services."

Bryce Morrison, Partner, **BoyneClarke LLP**

"Unfortunately, I have seen a lot of "pretenders" in the marketplace - those who claim to be business-development experts for lawyers. But, Julie Savarino is the real deal. Her programs, knowledge, experience, contributions and abilities are terrific. I'd recommend her to anyone (except another firm within 50 miles of us)!"

Paul V. Nunes, Senior Partner, **Underberg & Kessler**

"As a seasoned litigation attorney with a national practice, I used to be skeptical about marketing training and how my practice could benefit from 'sales' training programs. However, since participating in Julie Savarino's 'sales' training and coaching program years ago, I have implemented many of the strategies and my practice continues to be increasingly profitable. She also refers work to me periodically. I highly recommend her programs and services."

Edward Novak, Former Partner, **Quarles & Brady**. Currently, Partner, **Polisenelli**



## What CMOs/CBDOs Say About Julie Savarino's Programs & Services

"Our firm hired Julie Savarino of Business Development Inc. to provide sales training and coaching to a group of our firm's lawyers interested in enhancing and upgrading their client development approach, skills and pipeline. Julie worked well with our firm's marketing and business development to tailor a workshop that was very practical because it focused on several, actual client opportunities. Julie provides expert, timely, and dependable service and pays attention to and tracks many details. She functioned as an extension of our marketing department. Her coaching services helped many of the participants increase the results they attain from many of their non-billable business development efforts. We highly recommend her services."

Jon Mattson, Chief Marketing and Business Development Officer, **Tucker & Ellis**

"Julie Savarino is totally fabulous working with attorneys and she's extraordinarily supportive of marketing staff who are her clients. Her verve and enthusiasm are something to behold. When you want to put your head down on the desk and weep, Julie will be right there with some killer idea to make your life a thousand-fold better. Because she works with a number of highly respected clients, her perspective is fed by lots of cutting-edge ideas as well as her deep intelligence."

Diane E. Hamlin, Former Chief Strategic Officer, **Fenwick & West**

"Julie Savarino's workshops are excellent and far exceed my expectations! They are well-organized, intensive and provide a comprehensive a strategic context for the 'sales process' for lawyers and law firms. She also delivers practical, concrete advice for implementing that process. For any lawyers who want to sell more effectively, her programs are a must".

Timothy E. Parks, Senior Director of Business Development, **Morgan, Lewis & Bockius LLP**

"Julie Savarino's coaching services for lawyers are great! She is easy to work with, knows her stuff, knows many actual law firm clients and helps lawyers get things done. My prior firm attained excellent results from her hands-on and tailored rainmaker training and coaching services."

Terrance Cook, Director of Business Development, **Middleton Reutlinger**

"I have served as Marketing Director for several law firms over my twenty years in the field of law firm marketing. The assistance and services Julie Savarino provides to my team and our firm is superb. Through her incredible experience, knowledge, can-do approach, attitude and professionalism, she is able to effectively guide lawyers towards strategic, focused marketing and client development efforts. She works as an integral part of our team to help get things done and increase the return on time and money investments. For any law firm CMO/Marketing Director wanting to take their program to the next level, I highly recommend Julie Savarino as a trainer, coach and strategic advisor".

Mary C. Hendrix, Former Director of Marketing & Business Development, **Jackson Kelly**  
And Former Director of Marketing, **Greenebaum Doll & McDonald PLLC**

"I have worked with Julie Savarino at my former firms Kenyon & Kenyon and Lyon & Lyon and had great success. Both Julie and her program were well received by the attorneys. The attorneys actually applied what they learned and we have been able to measure the results in new matters and clients. Julie is a joy to work with and I highly recommend her services."

Coral-Mary Southam, Former Marketing Director, **Kenyon & Kenyon and Lyon & Lyon**. Currently, Business Development Head, West Coast, **Greenberg Traurig**

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May 23, 2013

[REDACTED]

Re: Julie Savarino/Business Development Inc.

Dear [REDACTED]:

We understand that your firm recently sent out an RFP for business development coaching services for select firm lawyers. The purpose of this letter is to share our experience working with Julie Savarino of Business Development Inc.

In 2008, our firm went through an RFP process to identify a consultant for a business development coaching program for our new partners. The RFP was sent to 14 potential service providers identified through a number of sources, including lawyers at the firm, our Business Development Department and colleagues in the Professional Development Consortium (PDC). Julie Savarino was recommended by a member of the PDC. Extensive analysis of the RFP responses was conducted and a subset of the candidates was selected for interviews. At the end of that process, Alston & Bird made a decision to retain Julie Savarino of Business Development Inc.

From 2009 to 2012, Ms. Savarino was engaged in providing business development training and coaching services to 56 of our partners across all of the firm's offices. A number of the partners who participated in the coaching program were very pleased with the business development successes they were able to achieve as a result of this training. Since that time, a few partners have continued to work with Ms. Savarino on distinct projects related to their marketing and business development efforts. Additionally in 2009 and 2010, Ms. Savarino assisted us in the development and delivery of several business development training programs for our Senior Associates.

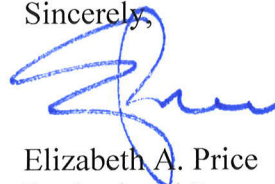
Overall, we were pleased with the services provided by Julie Savarino and she brought a great deal of energy and enthusiasm to the business development process. If

May 23, 2013

Page 2

you would like any additional information about Ms. Savarino or the services provided to Alston & Bird, please do not hesitate to contact either of us.

Sincerely,



Elizabeth A. Price  
Professional Personnel Partner



Emily S. Leeson  
Director of Attorney Professional  
Development

ADMIN/21089559v1



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Admitted in Illinois, Michigan and Ohio  
tom.branigan@bowmanandbrooke.com

June 4, 2010

To Whom It May Concern,

I am writing to strongly recommend Julie Savarino as a sales trainer and coach for lawyers.

As background, I serve as a member of our firm's Executive Committee and in that capacity have had significant experience with other business development coaches and trainers. As such, I must admit I approached Julie's day and a half long program with considerable skepticism. However, due to her expertise, credibility, knowledge, delivery and the fact that she involved actual buyers of litigation services as co-presenters in the program, I left very impressed.

For any law firm interested in improving the business development/sales knowledge, skills and abilities of lawyers in a pragmatic, time-efficient manner, I highly recommend Julie Savarino's programs and services.

Very truly yours,

BOWMAN AND BROOKE LLP

A handwritten signature in blue ink that reads 'Thomas P. Branigan'.

Thomas P. Branigan  
Managing Partner

TPB/dtg

\\ODMA\PCDOCS\DET\219964\1



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June 15, 2004

## VIA AIRMAIL

Steve DeRuyter, Esq.  
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Minneapolis, MN 55402

Ms. Jill Webber  
Leonard, Street and Deinard  
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Suite 2300  
Minneapolis, MN 55402

Re: Julie Savarino

Dear Steve and Jill:

I very much enjoyed meeting you both at the business development forum in New York earlier this month. As I recall from my conversation with Steve, our respective Firms are at very similar stages in our business development efforts. You may recall that during my talk at the Forum I mentioned that this Firm had retained Julie Savarino to coach a select group of partners in business development techniques.

I understand that you may be considering similar initiative, and I write to offer a ringing endorsement of Julie and her program.

Our partnership, particularly those based in New York, are a hardened and tough-minded group. I was not entirely convinced at the outset that they would collectively embrace the notion of being coached, or that they would accept the time commitment required to take full advantage of a training program. Despite my early concerns, Julie's program was an enormous success in that the participants uniformly reacted with enthusiasm, and all have maintained a

consistently upbeat approach to business development since completing Julie's workshop. The level of the group's "buy-in" was surprising and we are already seeing very tangible results from the training which individual partners received.

The feedback from partners has been consistently positive, and we are seriously considering extending the program to the full partnership. I believe that you will be doing your Firm a great service by giving your partners access to Julie's program. In the event you would like to discuss our experience with Julie in more detail, please do not hesitate to contact me.

I hope we have an opportunity to catch-up with one another again soon.

Kind regards.

Sincerely,

Robert J. Gruendel

Sent: Thursday, November 29, 2007 10:53 AM

**Subject: Re: Sales Training Programs**

We held a program at our firm entitled "Keys to Effective Business and Client Development" for associates and junior Partners that was extremely well received and very effective based on commentary we received on the review forms and request for future business development sessions.

I highly recommend the trainer and coach Julie Savarino of Business Development Inc. [www.BusDevInc.com](http://www.BusDevInc.com). I have worked with her for a number of years and find she always has high energy and the advanced skills to train effectively. She also has an MBA and JD, which helps when the attorneys peruse her bio before the program.

If you need further background on our program, I would be happy to give you additional insight.

Jody E. Maier  
Director of Marketing

**Kramer Levin Naftalis & Frankel LLP**

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## Julie Savarino

---

**From:** Long, Mark  
**Sent:** Monday, October 01, 2001 6:48 PM  
**To:** Julie Savarino (E-mail)  
**Subject:** Reference

Julie,

Please feel free to use this as you see fit. And, again, thanks so much for your incredible job at our retreat. Though we understand that most of the work lies ahead of us, we couldn't have been happier with you and your participation.

To whom it may concern:

It's my pleasure to offer my recommendation of Julie Savarino for her talents and energy as a law firm consultant. I speak with considerable experience working with a number of law firm consultants -- experience that has caused me to be both skeptical of some and truly appreciative of the good ones. From all that experience, Julie is truly at the top of the list.

By way of background, our firm just concluded our annual retreat. Julie organized and lead a an intense two-day program to a very demanding audience. The reviews from the lawyers in our firm were unanimously positive. I am perhaps jaded in not setting my expectations too high. This year's retreat, in very large measure due to Julie, exceeded my wildest expectations.

Julie brings several things to the table that truly distinguish her from her competitors. She is a lawyer, not merely a recycled law firm administrator. That alone is worth much. Moreover, she lives by her own advice. Much of what she preaches she also applies very successfully in her own business. All of this gave her instant and enhanced credibility with even the most skeptical amongst us.

More than any other law firm consultant we have ever worked with, Julie is an extremely hard worker. That hard work was evident in her presentation, adding enormously to the ultimate message. Despite the intensity of her efforts, both in preparation for and in delivery of her services, she was very enjoyable to work with. I am quite confident we will be working with Julie again, and I for one am looking forward to it.

I would be happy to confer with anyone who may have any questions, or who would like me to elaborate on anything. Please feel free to contact me at (503) 796-2933 or at [m-long@schwabe.com](mailto:m-long@schwabe.com). Very truly yours, Mark A. Long

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David O. Haughey  
Susan B. Jakubowski  
Thomas P. Scholler  
of Counsel

Robert V. V. Rice  
1899-1982

Laurence D. Smith  
1913-1980

Michael S. Barnes  
1944-1989

July 8, 1994

TO WHOM IT MAY CONCERN:

I have the privilege of recommending Ms. Julie Savarino and Business Development, Inc. for the purpose of educating lawyers in all facets of business development.

Over the past several weeks, I have come to know Ms. Savarino because she was retained by our firm to help us in preparing requests for proposals and statements of qualifications. The program itself took place over a two-day period adding up to approximately eight hours but it was clear to all of those who participated that Ms. Savarino had put in countless hours of preparation to distill her information down so that it could be presented in an effective, lucid manner.

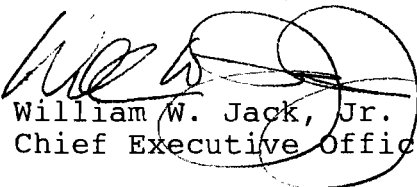
Like many attorneys who have been in practice for a number of years, I have looked with a fair amount of skepticism at issues of marketing, public relations and business development. However, that skepticism quickly disintegrated in the face of Ms. Savarino's strength of personality; important substantive topics; and her unique ability to get a number of our senior partners personally invested and involved in the process of learning.

I have no reservations whatsoever in recommending Ms. Savarino to any firm or organization which has as one of its primary goals retention of old clients and development of new ones.

If I may answer any specific questions or be of any assistance, please feel free to call me.

Very truly yours,

SMITH, HAUGHEY, RICE & ROEGGE

  
William W. Jack, Jr.  
Chief Executive Officer

WWJ/jh

## 4/17/09 – EMAIL REFERENCE

Dear Emily,

I understand from Julie Savarino that you would like to talk to me as a reference for her sales training and coaching program. While we are only in our second month of this program, below are some points that may be helpful to you. The key things that make Julie's training and program so worthwhile - so far, for our firm - are the following:

1. We considered several providers, but when all was said and done, the fees/costs of each were approx. the same or similar, and when we added up ALL the features Julie's program provides and what she delivers, we found it was an exceptional value.
2. She is a true, bona fide expert who provides over and above what many other trainers and coaches do. She goes to great lengths and time investments to tailor her program, approach and efforts with and for each participant.
3. The group going through her program in our firm currently are our brand new and newest Shareholders. Even the biggest naysayers are getting value out of it.
4. This program has only just started and already the results we have attained at the individual, practice group and firm level are great.
5. Julie has approached her engagement with our firm from the perspective of a true, active partner rather than a contracted vendor/consultant and her energy and continual investment in our efforts has been a great motivator to those with whom she is working. She "talks the talk" and also "walks the walk".

If you would like to discuss this further, please contact me at 616-458-3636 or via email.

Kind regard, Lisa Young

### SMITH HAUGHEY RICE & ROEGGE

LISA C. YOUNG, CLIENT SERVICES DIRECTOR

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# Perfect Your Pitch®

## Reviews from “*Perfect Your Pitch for Privacy, Data Security & Data Breach-Related Cases & Matters*” Workshop, Held Dec. 5, 2015 – Los Angeles:

“With cybersecurity being the #1 issue of concern facing in-house counsel and organizations across the country, it was a privilege to be a part of the “*Perfecting Your Pitch™ - Keys to Winning Privacy & Data Breach Clients*” workshop. As a seasoned lawyer, I found the session to be enlightening and informative. Having an opportunity to share with colleagues certainly was a benefit to all who attended, which will result in each of us being better providers of good counsel to our clients on this ever evolving topic.” Susan Kohn Ross, Partner and Regulatory Practice Chair, **Mitchell Silberberg & Knupp LLP**

“Although attending the “*Perfecting Your Pitch™ - Keys to Winning Privacy & Data Breach Clients*” workshop takes almost an entire day, it is well worth the time. It was a great workshop!” Michael G. Morgan, Of Counsel, **Jones Day**

“I attended the workshop titled “*Perfecting Your Pitch™ - Keys to Winning Privacy & Data Breach Clients*” held in LA, December 2015. I attended to learn more about the pitch and client development process, and left the workshop with a myriad of useful information, techniques, and tools to use in the future and made several new contacts. I highly recommend this workshop to any lawyer!” Mark Mermelstein, Partner and Co-Chair, Cybersecurity & Data Privacy Group, **Orrick**

“*Perfect Your Pitch for Winning Privacy & Data Breach Clients*” - I cannot recommend this workshop highly enough! Elaine F. Harwell, Of Counsel, **Selman Breitman LLP**

## Reviews from “*Perfect Your Patent Litigation Pitch*” Workshop, Held Dec. 5, 2014, New York:

“As a litigator with 25 years’ experience pitching cases, I was skeptical about attending the *Perfect Your Patent Litigation Pitch* workshop. I am very glad I did. Julie Savarino reinforced certain strategies and helped me develop others. I wish I had taken this class 25 years ago! Hearing specifically what in-house want and prefer when being ‘pitched’ was incredibly helpful and provided me with many useful tools and techniques. The chance to make actual pitches to corporate counsel and get their feedback was invaluable. I strongly recommend this workshop!” Jay R. Campbell, Partner, **Tucker Ellis LLP**

“Two of our firm’s Partners attended the workshop *Perfect Your Patent Litigation Pitch* held December 5, 2014 in New York City. They both said participating in the program was a great use of their time and they gave it glowing reviews. They were especially appreciative of meeting the two, in-house patent counsel whose feedback and suggestions were invaluable.” Michael D. Loughnane, Former Managing Partner, **Kenyon & Kenyon LLP**

## Perfect Your Pitch®

"I attended the workshop *Perfect Your Patent Litigation Pitch* and found it to be an excellent program, full of useful and valuable information, tools, insights and suggestions. I highly recommend this workshop for any lawyer interested in ensuring their pitch and pitch process is as strong and competitive as it can be."

Samantha C. Kernahan, Partner, **McLennan Ross LLP**

### Reviews from "*Perfect Your AFA Pitch for Employment Litigation & Wage and Hour Cases*" Workshop, Held April 10, 2015 - San Diego:

"The '*Perfect Your AFA Pitch for Employment Litigation and Wage and Hour Cases*' workshop I attended was a whole day and the registration fee was high, so I was hoping it was it was a good investment and use of time and it was! It is a great workshop." Ron Wisniewski, Partner, **Swanson, Martin & Bell LLP**

*'Perfect Your Pitch for AFA Pitch for Employment Litigation & Wage and Hour Cases'* is one of the best continuing legal education programs I have attended in my 25 years of practice. The opportunity to receive direct feedback from actual general counsel on my pitch was invaluable. Plus, I gained numerous tips on ways to enhance the pitch process." David Hagopian, Partner, **Carothers DiSante & Freudenberger LLP**

"The '*Perfect Your Pitch for AFA Pitch for Employment Litigation & Wage and Hour Cases*' workshop is outstanding! Participating is well worth the time." Trish Higgins, Of Counsel, **Orrick**

"I strongly recommend the '*Perfect Your AFA Pitch for Employment Litigation & Wage and Hour Cases*' workshop. The amount of practical and useful takeaways I gained from participating made it an excellent use of time." Marie Burke Kenny, Partner, **Procopio, Cory, Hargreaves & Savitch LLP**

"I can recommend the '*Perfect Your AFA Pitch for Employment Litigation and Wage and Hour Cases*' workshop. My focus was how to better communicate my firm's value proposition, and I left with a number of concrete tools and ideas to achieve that goal. I also gained useful insights from in-house counsel who participated. Attending was a day well spent." **Kathleen Anderson, Partner, Barnes & Thornburg, LLP**



# Perfect Your Pitch®

Reviews from “*Perfect Your Pitch for Lawyers and Law Firm Marketers*” - Held October 27, 2015 - Columbus, Ohio:

Julie, I thoroughly enjoyed participating today and learned at least as much (if not more!) than I shared with the audience. My panel colleagues were stellar in their range and depth of experience. I have several take-aways for adjusting relationships with my outside counsel based on the ideas generated in our discussions. Thank you for including me! Best regards,

*Ria Farrell Schalnaf | General Counsel & Director of Intellectual Property, Vora Group - Ascendum | Vora Technology Park | AssureCare | CenterGrid | Koncert | OpenCommerce | Vinimaya | Zakta | Bluespring*

 **Columbus Bar**  
@ColumbusBar

**.@juliesavarino @LMAOhio** Thank you for a fantastic program!

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**Jeff Dennis**  
@JeffDennisMKT

Many thanks to **@juliesavarino** for putting together an exceptional GC panel for today's of 2015 **@LMAOhio** PDI at the **@ColumbusBar**.

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**Subject:** Perfect Your Pitch for Lawyers and Law Firm Marketers - Columbus, Ohio - October 27, 2015  
**From:** Shankleton, Jennifer L. [<mailto:JShankleton@brouse.com>]  
**Sent:** Tuesday, October 27, 2015 9:19 PM

**The program was excellent. Many great comments from guests. Kudos! Jen**

**From:** Valerio, Marcie [<mailto:mvalerio@bakerlaw.com>]  
**Sent:** Wednesday, October 28, 2015 10:39 AM  
**To:** Julie Savarino

**I loved every second of the program! Thank you so much for your professionalism, candor, enthusiasm and, of course, for sharing your mind-blowing expertise!**  
**Marcie Valerio, BakerHostetler**

# Perfect Your Pitch®

## **Reviews from “Perfect Your Pitch for Privacy, Data Security & Data Breach-Related Cases & Matters” Workshop, Held Nov. 6, 2015 - San Francisco:**

“Julie - I wanted to thank you for the outstanding work you did in organizing and leading the “pitch” seminar last Friday. I have both attended and organized many seminars. So I can honestly say that your level of preparation was stellar. I not only learned from the “core” content, but I was also impressed by your mastery of the presentation software and your outstanding materials.”

Steven Brower, Shareholder, **BuchalterNemer**

“Hi Julie. I wanted to thank you for the incredible program on Friday and for the amazing information and insights. You are a fantastic presenter and I so appreciated your skill and modeling of effective communication strategies.”

Tamsen Leachman, Shareholder, **Littler Mendelson**

“Hi Julie, Thank you so much for presenting today at the Perfecting Your Pitch workshop. I learned so much from your program and feel much more informed about how to prepare for pitches to potential clients in the future.”

Nora E. Wetzel, Attorney, **Sedgwick**

## Perfect Your Pitch®

“In late 2015, Julie Savarino of Business Development Inc. created, prepared and implemented an outstanding full-day workshop for our Legal Marketing Association (LMA) Ohio Chapter’s Annual Professional Development Institute. The workshop - “Perfect Your Pitch for Lawyers®” – was a collaboration with the Columbus Bar Association (who provided CLE accreditation) and was attended by lawyers and law firm marketing and business development professionals.

This workshop received **stellar** reviews due to the strategic, practical and useful information Julie shared during the workshop, as well as the six actual, law firm clients who served as panelists for the program from Nationwide Insurance, Fifth Third Bank, Big Lots!, RedBox, Vora Ventures and Escort.

Julie is a joy to work with, pays attention to and manages a multitude of details, and her facilitation of the workshop was excellent, reinvigorating, motivating, insightful and very educational. Julie combines a level of energy and engagement with a solid, practical approach that helped draw out important insights from the client panelists. The workshop format engaged everyone in the discussion and the number of practical and useful takeaways the attendees gained was exceptional! She knocked it out of the park!

We strongly recommend this workshop to any lawyer, legal marketing or business development professional, or firm interested in enhancing and upgrading their pitching approach, techniques and capabilities.”

Erin Hawk, Chief Business Development Officer, **Shumaker Loop & Kendrick LLP** and former President, LMA Ohio

Jennifer Shankleton, Director of Marketing & Practice Development, **Brouse McDowell** and former President, LMA Ohio

Marcie Valerio, Business Development and Marketing Manager, **BakerHostetler**, President-Elect, LMA Midwest Region

## What In-House Counsel & Other Major Buyers of Legal Services Say About Julie Savarino's Programs & Services

"Based on my 24 plus years of in-house counsel experience at Dow, and participation in several of Julie's programs around the country, her program should be mandatory training for outside lawyers on how to enhance, solidify and develop relationships with in-house counsel and other buyers of legal services".

Peter M. Jennings, Former Assistant General Counsel - Hydrocarbons & Energy/Basic Plastics, **Dow Chemical Company**. Currently, President of **Dow Japan**

**From: 'Perfect Your AFA (Alternative Fee Arrangement) Pitch for Employment and Wage and Hour Cases' held April 10, 2015 in San Diego -**

"This was an amazing program where we were able to tell outside counsel what it is like to be in-house and share our pain points. I also learned a lot. Please feel free to use me as a reference."

Tim Collins, General Counsel, **Convergent Outsourcing, Inc.**

**From: 'Perfect Your Patent Litigation Pitch' held December 5, 2014 in New York -**

1. "Your workshop was great! Please feel free to use me as a reference for other guest, in-house speakers".

Steve Klocinski, Senior Managing Counsel and Senior Intellectual Property Counsel,  
**MasterCard Worldwide**

2. "I enjoyed the workshop and I especially appreciate the donation given to a charity I support. Thank you."

Nelson DaCunha, Assistant Intellectual Property Counsel,  
**Pratt & Whitney – A United Technologies Company**

"Julie Savarino designs, organizes and implements outstanding programs for outside lawyers on how to solidify and develop relationships with in-house counsel and other buyers of legal services. She teaches highly professional, ethical, tasteful, considerate and effective ways for outside lawyers to structure their business development program and direct communications with clients."

Frank Politano, Former, Chief Trademark & Copyright Counsel, **AT&T Corp.**  
Currently, Partner, **K&L Gates**

"I participated in Julie Savarino's truly impressive program as an in-house counsel instructor. She does a masterful job of providing practical content that improves the abilities of each attendee. Everyone who participated, including the speakers, found the day-long program to be productive and immediately useful, providing specific, concrete, and ethical methods. I highly recommend Julie's training and coaching programs to both outside counsel and in-house counsel who want to build a book of business or client relationships".

Laura Kaster, Former Chief Litigation Counsel, **AT&T Corp.**



## Reviews of Retreats & Other Custom Programs

"For our firm's recent *All Attorney Retreat*, Julie Savarino summarized much of the content from her nationally renowned training and coaching program entitled "Mastering the 'Sales' Process for Lawyers" and delivered it in a few hours to a very skeptical audience. She involved actual clients in the presentation. The entire program was excellent and received very positive feedback and results."

John S. Sandberg, Partner & Founding Member, **Sandberg Phoenix**

"Our firm is world-renowned as first-rate. Even so, we are constantly improving and the business development program you conducted for our firm was excellent."

Glenn West, Managing Partner - Dallas Office, **Weil Gotshal & Manges**

"Julie - Thank you for working with us to produce and deliver such an excellent Master Class for the 2014 ALPMA Annual Legal Management Summit held in Melbourne titled "*Mastering the Client Development (a.k.a. Sales) Process for Lawyers and Law Firms™*". The feedback and response from delegates has been fantastic! The members and staff of ALPMA congratulate and thank you."

Andrew Barnes, Financial Controller, **Sladen Legal** and  
President, **Australasian Legal Practice Management Association (ALPMA)**

"Our firm worked with Julie Savarino about 12 years ago, but recently we asked her to prepare and present a "Best Practices in Business Development for Lawyers" type program for the *Annual Partner Meeting*. The presentation was outstanding and received very favorable response. We recommend her programs highly."

Gwen Bey, Former Chief Administrative Officer, **Kenyon & Kenyon**

"We are very pleased with Julie's work for our firm and the results. She presented an excellent workshop for all our firm's attorneys and we had nearly 100% participation (no small feat) and outstanding feedback. She has since met with several of them one on one in a coaching role and has helped them solidify more focused, targeted and methodical business development programs for their practice. The feedback, buy-in, continuing momentum and results from participants is something this firm has never experienced before and is thrilled with".

James W. Millon, Former Marketing Partner, **Eastman & Smith**



## What Clients Say About the Webinars Contained in The Ultimate Business Development Tool Kit®

"Several members of our management team have viewed many of Julie Savarino's webinars and have been impressed with the quality of the information and the relevance of the topics. These webinars are helpful for anyone who has responsibilities for managing within the structure of today's law firm. I strongly recommend these webinars to law firm management, as a cost-effective way to stay abreast of key marketing and business development topics and issues."

**Julie Pritchard-Hedtke, Chief Practice Management Officer, Robins Kaplan LLP**

"Any law firm or law firm that thinks webinars are not valuable or useful has never viewed one of Julie Savarino's webinars. They are outstanding!" **Cynthia Tonet-Stewart, Former Senior Director of Business Development, Clark Hill | Thorp Reed**

"The lawyers in our firm who have viewed Julie Savarino's webinars found them to be top-notch and full of practical and valuable content. The tips and techniques presented can be easily adapted to suit each lawyer's personal style."

**Stephanie Watts, Director of Client Services, Underberg Kessler**

"Our lawyers viewed Julie Savarino's "Key Sales Tools Every Lawyer Needs in 2016" webinar in several of our offices and we received lots of positive feedback! The webinar was well worth the investment."

**Becky S. Jackson, Chief Client Services Officer, Thompson & Knight LLP**

"Our firm attended two of Julie Savarino's webinars and found them both to be excellent."

**Richard W. Smith, Managing Shareholder, Fisher Rushmer**

"I have been in professional services marketing and business development for over 20 years and find that Julie Savarino's webinars are excellent! The "Law Firms Use of 'Sales' Functions" webinar we attended was very useful and well-presented."

**Tammy Mangan, Former Director of Marketing, Sterne Kessler Goldstein & Fox**

"Members of our firm attended Julie Savarino's webinar entitled "Sales" Pipelines & "Sales" Models Used By Lawyers, Law Firms & Other Professional Services Firms – What Works? It was excellent, and very well-done. We gained tons of useful insights and information based on Julie's many years of working with lawyers and law firms, along with several templates and forms ready to use right now." **James T. Price, Attorney at Law and member of firm's Executive Committee from 1997 to 2009, Spencer Fane Britt & Browne LLP**

"We attended the "How to Create and Use a 'Sales' Pipeline for Lawyers" webinar organized and presented by Julie Savarino and found it very useful." **Debra Woods, Manager Business Development, McCarthy Tetrault**

"We registered six of our firm's offices for Julie Savarino's webinar entitled "How to Maximize Use of LinkedIn for Lawyers and Law Firms" held November 13, 2013 on WebEx. A number of attorneys, at various stages of practice attended, as did two members of our firm's marketing team. After the webinar, we received great feedback from all who participated about the practical tips covered in the presentation. We especially appreciated the quality and utility of the handout. The webinar was excellent."

**Karen R. Glickstein, Partner, Polsinelli**

"Members of our firm attended the webinars entitled "Law Firms Use of 'Sales' Functions, Models and Pipelines - What Works, What Doesn't" and "Law Firms Use of Apps" and found them to be useful, practical and very well-presented."

**Jeanne Hammerstrom, Chief Marketing and Recruiting Officer, Benesch, Friedlander, Coplan & Aronoff LLP**

"I just viewed the webinar titled "Keys to Mastering the Sales Process for Lawyers". I am a lawyer in Puerto Rico at Fiddler, Gonzalez & Rodriguez. More than 20 lawyers from our firm attended the webinar and spoke very highly of it and how valuable it will be for our firm. I just wanted to thank you for such excellent ideas, and let you know that we are eager to implement the methods we learned." **Luz C. Molinelli, Associate, Fiddler, Gonzalez & Rodriguez**

"I attended Business Development Inc.'s "Law Firms Use of Apps" webinar and found it to be dynamic and informative. The information I learned from this webinar will be helpful as we explore digital opportunities."

**Kathy Gutierrez, Director of Marketing Communications, Haynes and Boone, LLP**

**FROM:** Patrick J. Whalen, Chairman and Managing Partner,  
**Spencer Fane LLP**

“Julie Savarino worked with our Chief Business Development Officer and I to develop a tailored client and business development process and training for Spencer Fane LLP. It consisted of many elements including tailored and customized content, specific and concrete examples and templates and a pilot training session for firm leaders.

The final deliverable was a series of five on demand webinars (one of which provided lawyers with CLE credits) which are available online. In addition to the training, Julie helped us leverage existing technology tools to track efforts and integrate the business development efforts with our annual planning process.

Julie Savarino works very well as an extension to our in-house team and is a subject matter expert in the field of law firm business development. We received very positive reviews from lawyers on the training and continue to use elements of it to fuel our firm’s business and client development efforts and growth.”

**McLane**

McLane, Graf,  
Raulerson &  
Middleton

*Professional Association*

NINE HUNDRED ELM STREET • P.O. BOX 326 • MANCHESTER, NH 03105-0326  
TELEPHONE (603) 625-6464 • FACSIMILE (603) 625-5650

March 20, 2006

OFFICES IN:  
MANCHESTER  
CONCORD  
PORTSMOUTH

To Whom It May Concern:

It is with enthusiasm that I recommend Julie Savarino of Business Development Inc. for your consideration as a client development/marketing consultant, strategist, speaker, trainer and/or coach.

Years ago, I heard Julie speak at one of the annual meetings of the Association for Legal Administrators. Based on the strength and quality content of her presentation, we asked her to assist our firm with business development by speaking at our annual retreat. Julie quickly convinced us that hiring her as a "talking head" to tell our lawyers what they should be doing during our retreat would not be the most effective investment for our firm or in her time. Instead, she proposed a multi-phased approach about which our Management Committee and I were initially quite skeptical of whether it would work and leery of the cost! However, we decided to give it a try and are very happy with the decision we made.

Julie continues to work closely with our Management Committee and team to create a tailored business development program that has positioned us to realize a significant return on our investment. Even in a brief six month period, we have seen results in terms of new matters as well as improved, increased and focused client development efforts on the part of all of our attorneys. Her services are valuable in helping establish an effective and efficient client/business development program for our firm and practice groups. She is professional, credible, highly engaging, energetic and a pleasure to work with – all qualities which make her effective in motivating lawyers.

I am pleased to recommend her to any law firm that is looking for quality and productive business development assistance. Thank you.

Sincerely,



Michael J. McCluskey  
Executive Director

MJM/emb



## RAINMAKING EXPRESS™ VIDEOS

The Rainmaking Express™ is a series of high-quality, on-demand, 10 to 20 minute videos created and presented by master law firm business development strategist, trainer and client development coach [Julie Savarino](#) who compiled 25 years of best practices and proven techniques into these videos.

If you are a lawyer who is short on time and resources and interested in perfecting your new business development/rainmaking techniques and skills or are a law firm marketer, these videos are for you! Whether you are relatively new at rainmaking or already a master rainmaker, these videos provide a myriad of best practices and proven new business development tips and techniques. To see what attendees say about the quality and utility of Julie Savarino's programs, visit [this link](#). To view a 3 minute summary of what Rainmaking Express™ Videos are all about, [click here](#).

[Click here](#) to view the Rainmaking Express™ Videos rental page. You will need to sign into Vimeo or create a Vimeo account if you do not have one (which requires inputting name and email only). Or, select a title below to view the trailer and/or rent the video.

- [How to Make Business & Client Development a Habit\\*](#)
- [How to Get the Best Results from Business Development Meetings\\*](#)
- [How to Deliver a Highly Rated Speech/Presentation\\*](#)
- [Making the Most of Your Attendance at a Conference or Seminar\\*](#)
- [How to Deliver Great Webinar Presentations\\*](#)
- [How to Maximize Your LinkedIn Account to Develop Business - Part I](#)

Each webinar can be viewed by a single lawyer or an assembled group of lawyers from one firm. Several firms offer these videos and our [Rainmaker Webinars On Demand](#) as a weekly or monthly series and add preparatory and follow-up steps unique to their firm in order to ensure use and ROI. Other firms retain Julie Savarino to assist participating lawyers with their follow-up, which is tailored for each firm.

The fee for each rental of a "one location, one firm, one office, one view" use\* is \$99.00 USD for a 24-hour period from time of purchase. If you would like to view the video again after 24 hours or



**VADM Norbert R. Ryan, Jr. USN (Ret)**  
*President*

August 4, 2010

Ms. Julie Savarino  
3455 Ridgeline Court  
Ann Arbor, MI 48105-2500

Dear Ms. Savarino,

Thank you for your email message of August 2, 2010, to Brigadier General Jim Swanson concerning the reception to thank those who have supported Mr. Snyder's efforts to protect military families from harassment at military funerals. The Military Officers Association of America continues to support Mr. Snyder's hard work and would be honored to Co-Host the reception.

Please consider this letter authorization to list MOAA's name on the invitation. I have asked MOAA's General Counsel, Major General Joe Lynch, to follow up with you to provide a list of MOAA personnel who have been involved in this effort and to offer such other assistance as may be needed from MOAA as this case moves forward.

You, Mr. Snyder, and those who have been supporting Mr. Snyder in this undertaking have our deepest thanks and appreciation for your commitment to our military families and the memory of our fallen service members.

Sincerely, *of all the best!*

A handwritten signature in black ink that reads 'Norbert Ryan'.

201 N. Washington Street  
Alexandria, VA 22314-2539  
800.234.6622 phone  
www.moaa.org

**Barley Snyder LLC**  
ATTORNEYS AT LAW

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**Sean E. Summers, Esquire**  
Direct Dial Number: 717-852-4997  
E-mail: ssummers@barley.com

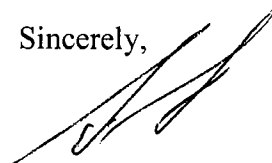
June 3, 2010

**Re: Letter of Recommendation**

To Whom It May Concern,

I am writing to highly recommend Julie Savarino's services. In only two short months, she has been able to help me, my client and our firm take the existing, basic infrastructure we had built for the upcoming U.S. Supreme Court case, *Snyder v. Phelps, et al.*, to an entirely new level and the results have been tremendous. My goal was to obtain all 50 states to join in an amicus brief drafted by the Kansas Attorney General. This was and is a very aggressive (and most said entirely unrealistic) goal. Julie was instrumental, both at a strategic and tactical level, in helping us get 48 out of 50 states to join the brief. As you can certainly recognize, this was no small or easy feat. Not only did she work *pro bono*, she was able to leverage her incredible base of contacts throughout the country to support the case/cause and also developed and executed a very effective marketing and communications plan to help us attain the desired result. For these reasons, I thank her and recommend her services wholeheartedly and without hesitation.

Sincerely,



Sean E. Summers

SES/slm:2928135\_1



**Business Development Inc. and owner Julie Savarino support a variety of community, charitable and pro bono causes. A sample of the organizations to which we have given pro bono time and/or made donations either directly or on behalf of our speakers, are listed alphabetically below:**

[American Red Cross for Hurricane Sandy Relief](#)

[Anna McDonald Cancer Fund](#)

[The Bar Foundation for Howard County Maryland, Inc.](#)

[Boy Scouts of America - Detroit Area Council](#)

[Bright Pink](#)

[Congregation Ahavath Torah - Building Fund](#)

[Emerson School - Capital Campaign](#)

[Foodshare](#)

[Habitat for Humanity - Huron Valley](#)

[Howell Conference & Nature Center](#)

[Judy Dworin Performance Project](#)

[Kids in Crisis](#)

[Metropolitan Family Services \(Chicago\)](#)

[Military Support Programs and Networks \(M-SPAN\), The University of Michigan Depression Center and Department of Psychiatry](#)

[The Mission Continues](#)

[Nuway Foundation, Inc.](#)

[Patriot Guard and Wreaths Across America](#)

[Rancho Coastal Humane Society](#)

[Salvation Army for Hurricane Sandy Relief](#)

[Shelter Association of Washtenaw County](#)

[Supporting Our Military and Families](#)

[The University of Michigan - Musical Society](#)

[University of Michigan C.S. Mott Children's Hospital](#)

[Vista Maria](#)

[Western Michigan University - Men's Baseball](#)

Article: [Michigan lawyers play roles in military funerals case \*Snyder v. Phelps\*](#)

Article - [Law Firms and Lawyers Play Key Roles in Supporting the U.S. Military and Veterans](#)