

Mastermind #3

Key Takeaways from the Mastermind Program so far:

0:43:26	Kimberly Kortash:	Memorable conversations vs elevator pitches
0:43:31	Emma VanTine:	Reframing cross-selling to cross-serving
0:43:31	Emily Woloschuk:	Evaluating internal and external networks - really thinking about it proactively
0:43:31	Amy Oldiges:	Referring to cross-selling as cross-serving instead.
0:43:33	Ralph Cooper:	The importance of consistently following up
0:43:34	Leanne O'Hagan:	Reframing cross-selling to cross-serving
0:43:40	Ralph Cooper:	Reacted to "Reframing cross-sell..." with ❤️
0:43:43	Brooke Glazier:	cross selling vs cross serving
0:43:46	Octavia S. Litvinov:	I love the reframe of the cross serve
0:43:50	Christian Grande:	I've talked a lot to the partners at the firm about COMMITMENT. Not just empty promises with regards to "yeah, I'll do BD", but encourage them to COMMIT.
0:43:55	Femia, Kathryn:	Consistency in reach outs even to old clients.
0:43:56	Lisa Jones:	Clustering your contacts for more directed approach.
0:43:56	Timothy Crosby:	Cross-serve. Been really helpful!
0:43:57	Dionna Del Vecchio:	warm introductions
0:44:02	Brooke Banker:	Watcher or 'accountability partners'...seems fundamental but it has been helpful
0:44:04	Kaylee Webster:	I have learned new techniques for chunking/grouping together different initiatives that support BD! I have also learned how to break down different activities into smaller, more doable pieces.
0:44:10	Jocelyn:	reframing to cross serving and identifying your superpowers
0:44:16	Denise A. Lee:	giving gifts - framing the value add this way has been helpful
0:44:21	Alexandra DeFelice:	Ask questions/be interested in their business
0:44:24	Andrew Katznelson:	the power of GEO leading to "reverse cold calling" so I have to adjust my advice on the value of relationship building
0:44:25	Martha Barrios:	Pre-thinking about obstacles and plan for them.
0:44:25	Lisa Jones:	The real time commitment it takes to be successful in business development.

0:44:29	Susan Slifer:	Do a little more. Do a little better. SO much (great) content feels overwhelming to my lawyers. I've had to step back into "micro-action steps." Then REWARD the small successes.
0:45:19	Alex Yoder:	What do I want future self to look like
0:45:21	Aliki Pappas (she/hers):	Separating the firm from the attorney. The client is buying YOUR time not just the firm's.
0:45:50	Leanne O'Hagan:	Habit stacking and building guarantee systems