

# Enabling the Next Generation of Business Developers



**Speaker: David Ackert**

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# ACKERT.

20 + years delivering business development training and tracking solutions to firms and business developers across the globe

Our PIPELINEPLUS software and coaching services generate substantial ROI for clients

Our solutions have garnered excellence awards in the US and Canada

Wall Street Journal, the Los Angeles Times, Strategies Magazine, the Los Angeles Business Journal



David Ackert

David Ackert, M.A., is the President of Ackert Inc. and its subsidiaries, and business development mentor to thousands of high-achieving professionals in the legal, corporate, finance, and accounting sectors. Over the past two decades, David has developed and implemented revenue acceleration programs for hundreds of firms around the globe, many hailing from the top of the Am Law list and the Big Four.

**What is your firm's biggest  
business development challenge?**





**Do you incorporate technology  
in your business development  
process to ensure younger  
professionals' success?**

# What separates firms that will thrive from those that will not?





**To attract and retain today's top talent you have to provide access to the technology and training that will help them advance their careers.**

**That includes providing the tools and skills necessary to successfully bring in new business and develop client relationships.**

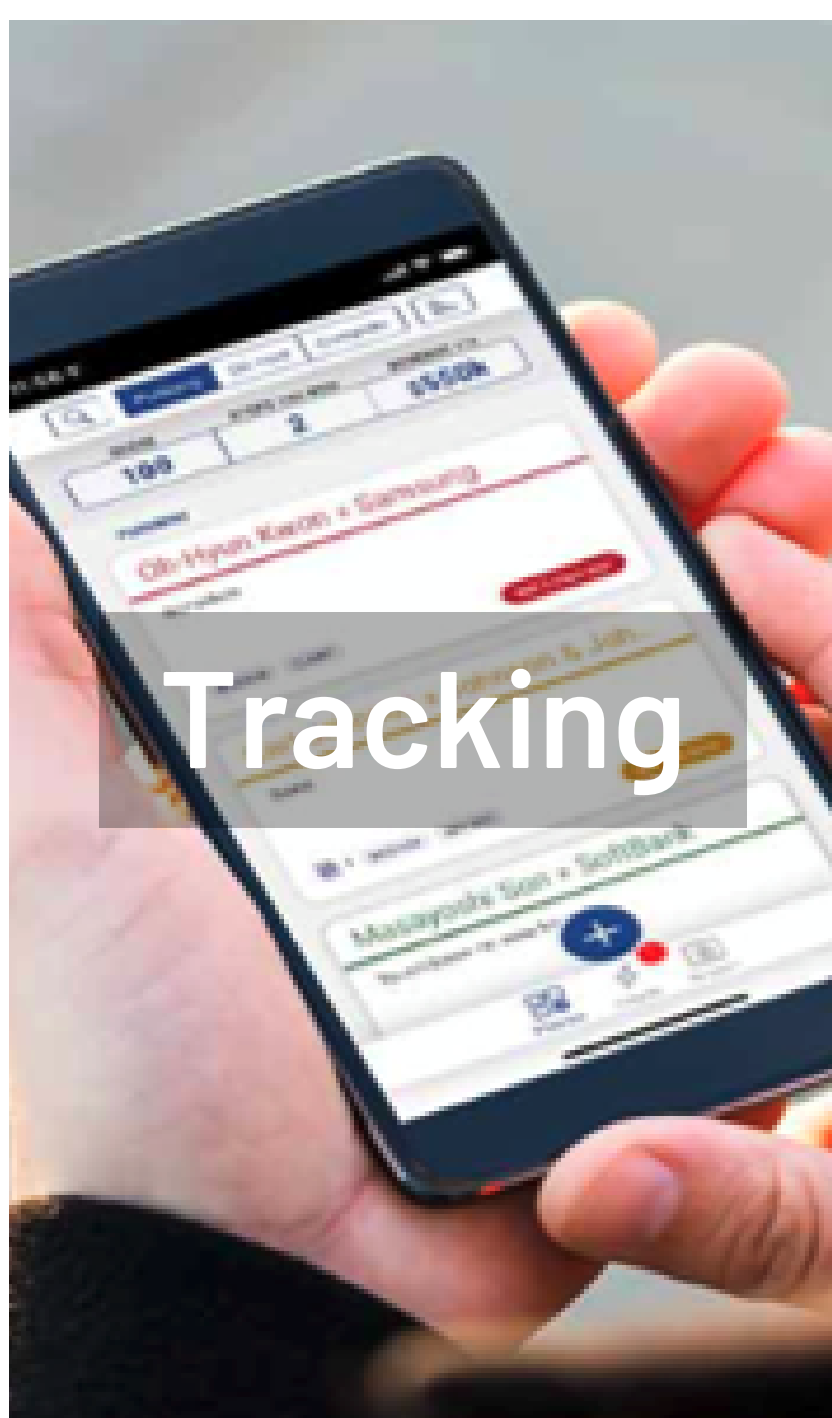


# Relationship Funnel





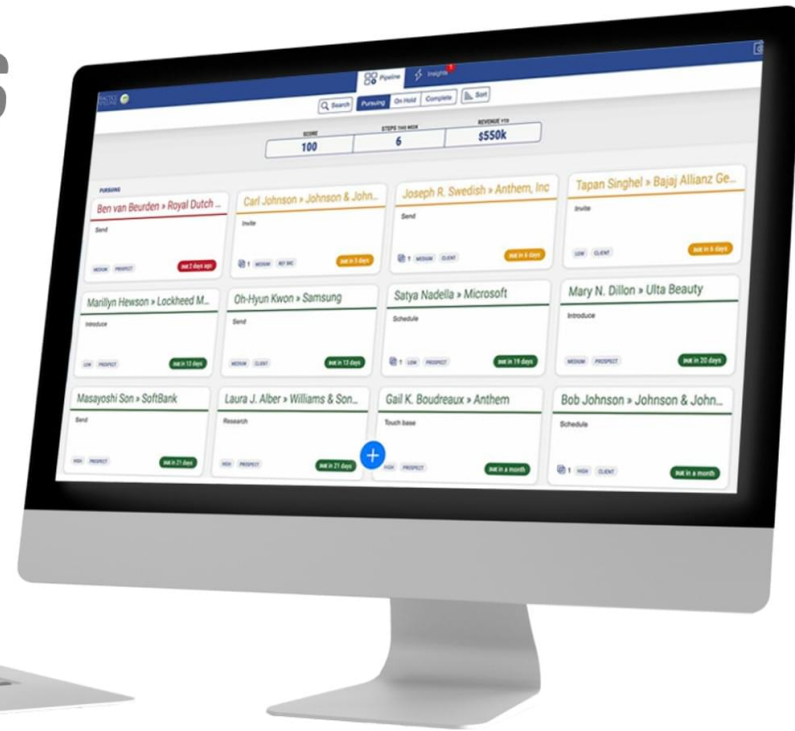
Training



Tracking



Coaching



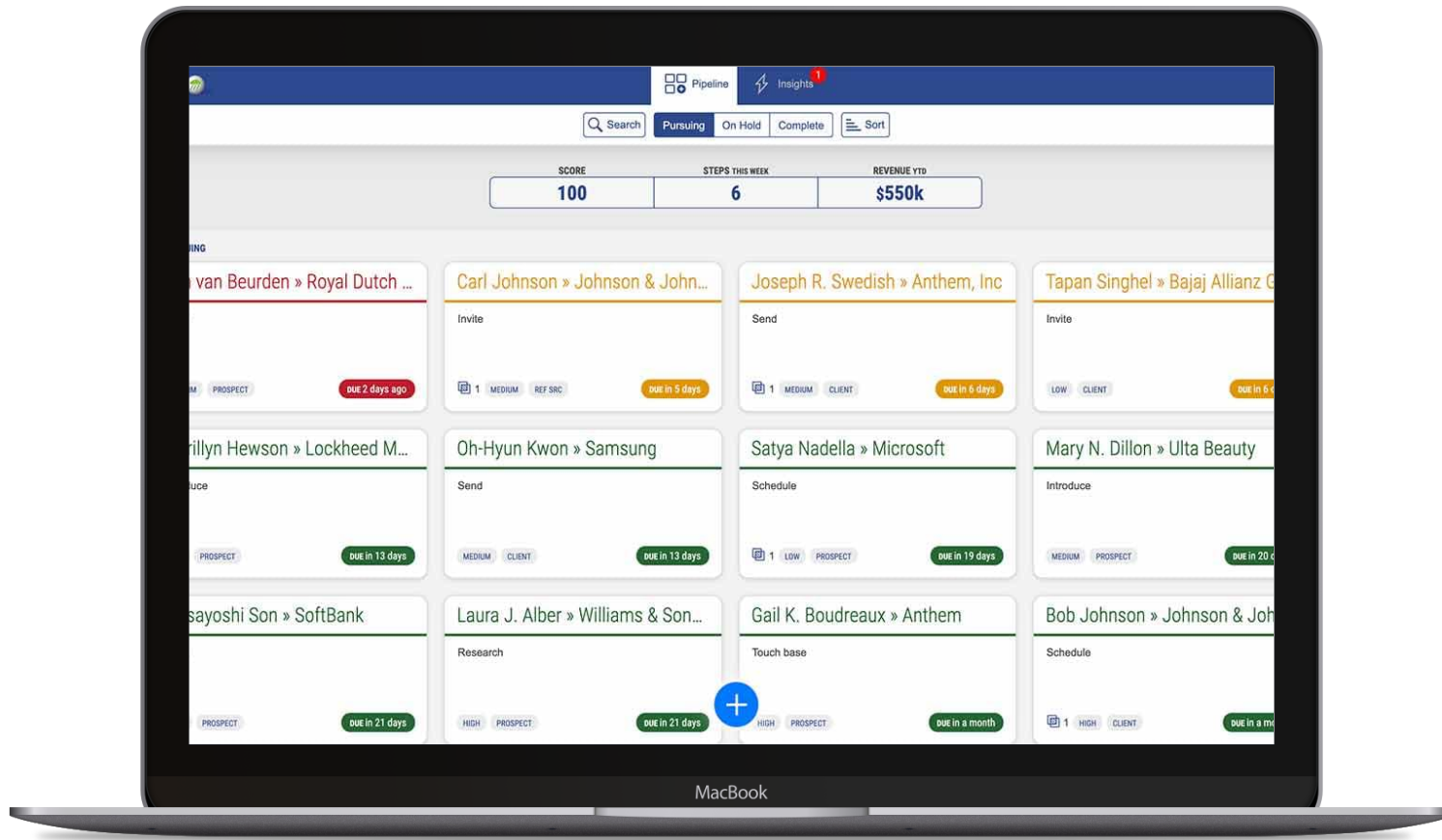
**PIPELINEPLUS**  
is a sales  
enablement  
platform for  
professional  
service firms  
that combines  
technology and  
training.

Self Guided

Insourced (w. Train the Trainer)

Outsourced (w. Expert Trainers)

# A Tour of the Product



Please don't hesitate to interject with questions.



AVERAGE

5

Minutes to set up  
your pipeline



ON AVERAGE

7X

User adoption rate of  
traditional CRM  
systems



ON AVERAGE

10X

ROI within the first  
three months



# Our customer love the ROI from *PIPELINEPLUS*



“PIPELINEPLUS delivered a 5x ROI for my firm.”

Amanda Loesch Chief Marketing Officer, Porzio



“The program helped us generate \$3M of new business within the first nine months.”

Rachel Lufkin Marketing Manager, Dorsey & Whitney



“TRAINER delivered a 1,374% return on investment from a cohort of 8 users within one year.”

Alison Janzen Director of Marketing & BD, Torkin Manes LLP



“We saw over 10x ROI within the first three months.”

Jennfier Ahner Director of Major Accounts & Proposals, Ogletree Deakins

Allen Matkins

Blaney  
McMurtry LLP

 BuchalterNemer  
A Professional Law Corporation

faegre  
drinker 

Fenwick  
FENWICK & WEST LLP

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& DUNN <sup>LLP</sup>  
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OLSON <sup>LLP</sup>

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ThompsonKnight

 HSE  
Harter Secrest & Emery LLP  
ATTORNEYS AND COUNSELORS

LEWIS RICE

Torkin | Manes  
Barristers & Solicitors

We have  
served  
over 400  
firms,  
including...

The platform typically yields  
an ROI of 300-11,500% when  
best practices are applied.

For case studies, visit:  
[www.ackert.com](http://www.ackert.com)

A man in a white shirt is shown in a thoughtful pose, looking upwards and to the right. The background is a solid blue color with several large, faint question marks scattered across it. A semi-transparent dark blue rectangle is centered over the man's chest, containing the text 'Q & A' in white, bold, sans-serif font.

**Q & A**