



LAW FIRMS FACE A SERVICE GAP. Too many marketers are asked to serve lawyers without learning law firm operations, pressures lawyers face, or client service skills. Even years in, many marketers rely on guesswork, not fundamentals, to lead lawyers. Enter Axis Accelerator Training.

WHAT

Accelerator Training delivers a client service framework and concrete skills to:

- Increase awareness of law firm operations and business pressures.
- Boost value delivery to firms.
- Rethink counterproductive habits.
- Provide client service fundamentals across teams.



WHO

Accelerator Training is for marketing and business development pros at any career stage who seek to elevate their client service delivery for lawyers through knowledge, empathy, and confidence.



Accelerator participants feel empowered, CMOs save time on training, and lawyers enjoy greater service and results from marketing and BD teams.



I wish I had taken this class before going to any other workshops or conferences about legal marketing.

– Jennifer Cook, Senior Communications Manager, Kutak Rock

It's all well thought-out; this class isn't just something I attended and forgot about. I'll use these resources to help me get un-stuck.

– Rachel Glenn, Client Experience Manager, Womble Bond Dickinson

Matt combines his awareness for what attorneys need with his passion for coaching marketers to create legal marketing gold.

– Nancy Rigdon, Marketing Communications Manager, Wheeler Trigg O'Donnell

The day flew by. I didn't want it to end.

– Maddie Line, Marketing Manager, DLA Piper



MATT PLAVNICK

FOUNDER + PRINCIPAL

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A legal marketing leader, Matt helps lawyers, law firms, and marketing and business development professionals connect with target audiences, earn new business, and grow revenue. Since 2010, Matt has provided marketing and business development support to leading boutiques and Am Law 50 firms alike.

VALUE PROPOSITION

INSPIRE CONFIDENCE • BOOST YOUR NETWORK
LEARN TO LEAD LAWYERS



For less than the cost of a Big Law partner hour, Axis Accelerator Training teaches marketers how to provide better client service to lawyers, faster.



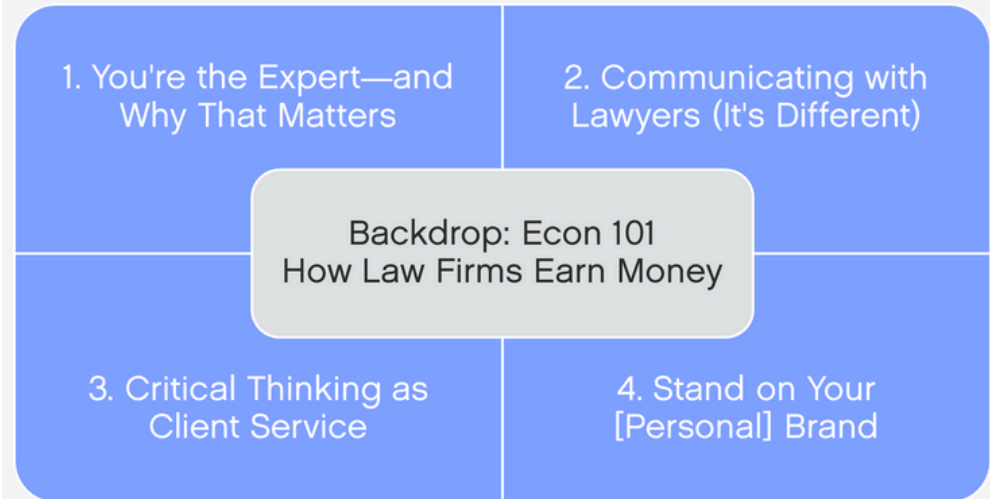
The in-person, day-long cohort format creates relationships across law firms to boost participants' networks and resources.

Training includes:

- Before - Cocktails + dinner to break the ice the night prior.
- During - Participants explore new service concepts, practice skills, and debrief successes and challenges.
- After - Cohorts follow up post-training and join a nationwide network of Accelerator alumni.

CURRICULUM

Against a backdrop of law firm economics, Accelerator Training introduces four key competencies to help marketers serve and lead lawyers:



With a winning combination of training and networking, Accelerator participants inspire confidence and lead lawyers to better outcomes through sophisticated client service.

