

Fretzin, Inc. Provides Marketing and Business Development Services for Law Firms

Sales-Free Selling Methodology Drives Leads and Gains Clients

CHICAGO, ILLINOIS, UNITED STATES, March 28, 2018 /EINPresswire.com/ -- For lawyers and law firms that are looking for ways to expand their practices and attract new clients, [Fretzin, Inc.](#), offers the solution: a marketing and business development partnership that focuses on the sales-free selling methodology to drive new business through the door.

Steve Fretzin, the company's founder and [legal business development](#) expert, explains that the company "does it all," saying, "We align the intersection of business development and marketing."

When asked to expand on how the practice works, and how Fretzin is able to so effectively merge business development and [legal marketing](#) to get clients and grow a legal practice, Fretzin explained that the law firm's website should be thought of as the base of operations. Surrounding that base, Fretzin mused, are the marketing and business development efforts. The point of these efforts are to drive home the brand and brand recognition, generate opportunities, and lock up qualified buyers of legal services.

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Steve Fretzin

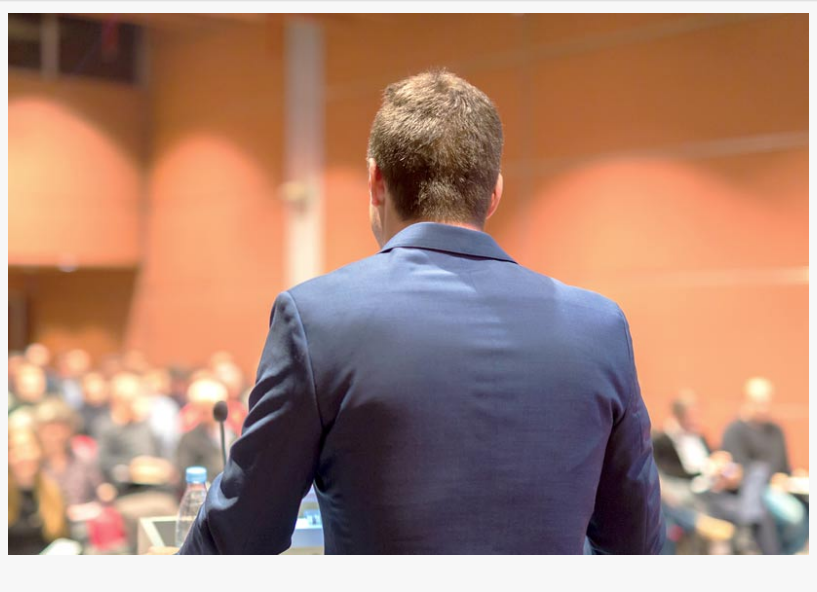
media efforts and more. Of course, it also requires knowledge of what's working and what's not, with testing and lead monitoring being critical elements. Fritzen assures that throughout the entire process, clients are kept apprised of the company's progress and efforts in order to ensure that the lawyer/law firm knows what's working where, and what can be improved. Fretzin, Inc. works with clients on a one-on-one basis, and hosts both client-centric and in-house strategy sessions on marketing and business development, something that the company says is "key to our client's success."

In addition to legal business development and marketing, specific services provided by Fretzin, Inc., include coaching, consulting, branding and web design, digital marketing, and even retreats for law firms that focus on client acquisition, client retention, and driving activity. Indeed, being a successful lawyer doesn't just mean being knowledgeable and skilled in regards to the law, but having business



savvy and acumen that allows one to build a practice and attract and retain clients.

The services provided by Fretzin, Inc. are revolutionizing the way in which lawyers do business, and they're intended to. Fretzin believes that law firms need to change their culture and overall business model in order to reach the pinnacle of success. And as someone who has coached and trained professionals for nearly two decades, Fretzin's method has been proven successful. Wondering whether or not now is the right time for your law firm to make a move? As Fretzin would say, "It's certainly better than waiting!"



ABOUT STEVE FRETZIN

Steve Fretzin is a two-time author, speaker, and coach for attorneys, and the founder of Fretzin, Inc. He has worked with thousands of attorneys on their marketing, networking, and business development skills over the past 14 years.

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