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*Winning the Business Development Battle Part 6: The Drill Instructor*

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Basic training focuses on general business development skills and information that are essential for all recruits to understand before moving into the field. However, as with any type of training, up to 75% of this knowledge can be lost without the addition of regular one-on-one follow up coaching. This is where the individual battles are won or lost.



Finding the right instructor can enhance individual business development results exponentially. A good drill instructor or coach can help the troops to take the basic business development information and put it work for them to achieve their business development objectives.

So who makes the best instructor or coach? The drill instructor for business development bootcamp can be an internal staff 'sergeant' or an external coach— or a combination. Many attorneys feel that an outside consultant is often the best fit because of the sometimes-personal nature of the coaching relationship and the level of confidentiality that can be maintained.

Often, having a variety of different styles or types of coaches can be beneficial to ensure that you find the best fit for each of your troops. Ultimately, a good drill instructor or coach can mean the difference between advancing on the business development battlefield... or retreating.