



**SALES & SERVICE EXECUTIVE OF THE YEAR AWARD APPLICATION**  
16<sup>th</sup> Annual RainDance Conference June 5 - 6, 2019 in Chicago, IL

**Name and Title:**

**Firm Name and Address:**

**Size of Firm:**     AmLaw 100     AmLaw 200     Smaller Firm

**Nominated By (name, title, firm name, email and direct phone):** **Award Criteria:**

1) Please describe, in 1000 words or less, a situation that defines a specific achievement accomplished during January 1, 2018 – December 31, 2018 when the sales professional played a crucial leadership role in retaining or growing firm revenue. Sales professional is defined as a business development professional, or CMO who is also in charge of sales/business development.

Examples include:

- Retaining an “in jeopardy” client.
- Executing a successful client-facing program -- client interviews, client teams, service excellence, or similar client-facing initiative or culture-changing strategy.
- Developing a substantive new client relationship from contact through the client acquisition phase.

- 2) Briefly describe the program’s goals and objectives.
- 3) What role did the sales professional play?
- 4) What were the quantifiable outcomes?
- 5) Other comments regarding your submission. You may attach visual charts, spreadsheets or supporting documentation.

**Nomination Requirements:**

Nominations must be submitted in writing -- 1,000 words or less.

Nominees must be an in-house law firm professional(s).

**Submission Deadline:** On or before February 28, 2019.

Please submit your application submission to Kirsten Lovett (klovett@legalsales.org) or mail to the address below.

**Submission Fee:** \$99.00 - Please pay with credit card or send your check to:

Legal Sales and Service Organization  
P.O. Box 1572  
Manchester, MA 01944

**Winning Executive will receive a free registration\* to RainDance 2019, a one-year membership to LSSO, an award to display at your firm, and badge for digital/print use.** Winners will be announced at LSSO's 16<sup>th</sup> Annual RainDance Conference June 5 - 6, 2019 in Chicago, IL. The winning executive may be asked to participate in a Q&A discussion about their achievement.

\*Registration is non-transferable.

**Questions: Please Contact**

Kirsten Lovett  
[klovett@legalsales.org](mailto:klovett@legalsales.org)  
617-755-6764

**Thank you to our 2019 partner**

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