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Biography

Eric is the author of [*"Power Grids: How Successful Lawyers Build Powerful Networks that Drive Reputations, Relationships, Referrals, and Revenues."*](#) This "how-to" book pulls together a diverse range of proven tips and tactics that lawyers can use to build their practices. Eric was formerly the chief marketing officer of several large law firms. Today, he spends his time coaching attorneys and designing and developing innovative business development and marketing workshops for corporate lawyers. Eric also developed the first study of lateral hiring performance with ALM Intelligence and built eLegal Training, one of the industry's first online business development training platforms. He is working on his second book proposing a new sales methodology for lawyers called, *"The Intrinsic Approach. How Lawyers Can Sell More By Selling Less,"* due out in 2024.