



CASE STUDY



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Firm Background

Wilson Elser, a distinguished national defense litigation firm with over 1,000 lawyers across 28 states, embarked on a journey to enhance its internal business development capabilities through PipelinePlus E-Learning.

The Challenge

Recognizing the need to equip its new partners with robust business development skills, Wilson Elser's Director of Business Development initiated the integration of PipelinePlus E-Learning into the firm's internal training initiatives. The goal was clear: to empower partners with the requisite tools and knowledge to navigate and excel in practice development.

Our Solution

PipelinePlus E-Learning seamlessly integrated into Wilson Elser's training framework, offering a frictionless setup and providing access to comprehensive content, informative videos, transcripts, and worksheets. The platform became the cornerstone of a structured, accessible business development training program, blending practical knowledge from E-Learning with insights and personalized guidance from internal BD trainers and coaches.

Through virtual roundtable discussions and guest speaker sessions, PipelinePlus E-Learning catalyzed interactive discussions and served as a reference point for real-world business development scenarios.

The Results

The impact was profound. Partners, especially those previously unexposed to business development training, experienced noticeable improvements. PipelinePlus E-Learning ensured a consistent approach to skills development, offering a standardized yet adaptable curriculum.

Engagement soared as partners actively participated in virtual roundtables, leveraging E-Learning insights for discussions, questions, and shared experiences. The training initiative facilitated collaborative conversations between partners and the BD team, fostering a more BD-oriented culture within the firm.

Key Takeaways

Wilson Elser's strategic adoption of PipelinePlus E-Learning positively impacted partner development, providing a standardized yet adaptable approach to business development training. Combining E-Learning and coaching ensured continuous skill development, allowing partners to adapt to their evolving roles and challenges.

Efficiency improvements were tangible, with a notable reduction in the sales cycle and a positive impact on revenue growth. As Wilson Elser continues integrating PipelinePlus products into its BD initiatives, substantial revenue growth is anticipated.

In Conclusion

Wilson Elser's collaboration with PipelinePlus underscores a successful model for law firms aiming to empower partners through insourced training and support. The strategic adoption of PipelinePlus E-Learning played a pivotal role in shaping the development journey of new partners, contributing to enhanced business development skills and strengthened connections between partners.

Jeff Castellano, Director of Business Development, summarizes the partnership: "The program provides real support for business development, an area that doesn't always get much attention in law firms... Partners, particularly those without prior development initiatives, experienced a profound impact when they were exposed to a consistent and structured approach to skill development."



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