



Turn business development into a daily habit with Nexl GO

Most BD training is a one-off workshop that fades within weeks. Nexl GO is an embedded growth and origination program that pairs a three-step framework with real action inside Nexl, so growth stops happening in bursts and starts building on itself.

Every lawyer gets a dedicated BD advisor, a clear next step, and a system built into the tools they already use, so growth stops depending on a handful of people.

42%

faster growth in firms that reduced dependence on individual rainmakers.

6–10%

of firms globally have truly embedded BD into daily operations.

30 min

a week is all the program asks of each lawyer.

Source: *Rethinking Rainmakers, Camojee & Nexl, 2025*



From strategy to daily action in three steps

1

Ready

Build the foundations

Every lawyer starts from the same clear picture of who to target, what to offer, and why it matters to the client. Nexl works with your firm to define positioning, priority services, and an ideal client profile, all built directly inside the platform.

2

Set

Set the portfolio

The relationships your lawyers already have become visible and organized as a firmwide asset. Growth accounts and a relationship portfolio are built inside Nexl, with every contact assigned a clear next step.

3

Go

Engage and convert

Outreach becomes a steady, 30-minute weekly habit that compounds over time. Lawyers stay focused on relationships. Nexl logs every interaction automatically and surfaces new opportunities the moment they appear.

How it rolls out

Nexl GO rolls out cohort by cohort, starting with a small group before expanding firmwide. Each cohort works through the program together in a dedicated Workspace inside Nexl, supported by a dedicated BD advisor, over an initial three-month engagement.



Kick off

Implementation and power user training



Pilot

Nexl GO pilot with a lawyer cohort



Embed

BD team drives program, Nexl supports



Scale

Adapt and expand across the firm

What changes for your firm

At 1 month

- Positioning defined and an ideal client profile set
- Growth accounts and relationship portfolio built
- First outreach sent and logged

At 3 months

- Weekly review established as a routine
- Multiple opportunities created and tracked
- At least one dormant relationship reactivated

At 6 months

- Business development is a weekly habit, not a quarterly push
- Pipeline is visible and up to date
- Cross-selling introductions are happening across the firm



Ready to make growth a habit at your firm?

Nexl GO runs entirely inside Nexl, the growth system built around how lawyers already work. Chat to your Nexl contact or visit nexl.cloud today.