

CREATING RAINMAKERS

The Manager's Guide to

*Training
Professionals
to Attract
New Clients*

F O R D H A R D I N G

Creating Rainmakers The Manager

Ford Harding



Creating Rainmakers The Manager:

Creating Rainmakers Ford Harding, 2006 Creating Rainmakers Ford Harding, 2012-06-28 Every manager of a professional firm realizes that generating leads and landing new clients are critical components of any successful business venture But transforming accountants architects attorneys consultants engineers and other professionals into client generators is not always easy to do Divided into two comprehensive parts The Rainmaker Model and The Elements of Rainmaking Creating Rainmakers outlines all the steps you should take to turn your professional staff into a powerful team of sales winners Filled with in depth insight and practical advice this book will show you how to Generate leads Build a strong network of contacts Master a variety of sales techniques Develop capable successors to current rainmakers And much more Based on more than 100 interviews with the principals of professional firms including many of today's preeminent rainmakers this valuable guide has the information you need to help your company succeed Mastering the World of Selling Eric Taylor, David Riklan, 2010-07-30 Of the 17 million people in the U S who are involved directly or indirectly in sales many repeatedly acknowledge facing four major challenges No prior sales education or training Lack of formalized sales training resources and methodologies provided by their companies Due to the recession and downsizing era lack of 12 18 month professional sales training for new hires provided by Fortune 500 companies A consistent struggle to keep their sales force distributors manufacturers reps and affiliates motivated and focused on effectively selling their products and services Mastering the World of Selling helps companies and entrepreneurs overcome these four major obstacles with candid advice and winning strategies from the leading sales trainers and training companies in the world Acclivus AchieveGlobal Action Selling Tony Allesandra Brian Azar Baker Communications Inc Mike Bosworth Ian Brodie Ed Brodow Mike Brooks Bob Burg Jim Cathcart Robert Cialdini PhD Communispond Inc Tim Connor CustomerCentric Selling Dale Carnegie Sam Deep Bryan Dodge Barry Farber Jonathan Farrington Jeffrey Fox Colleen Francis Franklin Covey Sales Performance Solutions Thomas A Freese Patricia Fripp Ari Galper General Physics Corporation Jeffrey Gitomer Charles H Green Ford Harding Holden International Chet Holmes Tom Hopkins Huthwaite Inc Imparta Ltd InfoMentis Inc Integrity Solutions Janek Performance Group Inc Tony Jeary Dave Kahle Ron Karr Knowledge Advantage Inc Jill Konrath Dave Kurlan Ron LaVine Kendra Lee Ray Leone Chris Lytle Paul McCord Mercuri International Miller Heiman Inc Anne Miller Dr Ivan Misner Michael Macedonio Sharon Drew Morgen Napoleon Hill Foundation Michael Oliver Rick Page Anthony Parinello Michael Port Porter Henry Prime Resource Group Inc Neil Rackham Revenue Storm Linda Richardson Keith Rosen Frank Rumbauskas Sales Performance International Inc Sandler Training Dr Tom Sant Stephan Schiffman Dan Seidman Blair Singer Terri Sjodin Art Sobczak Drew Stevens PhD STI International The Brooks Group The Friedman Group The TAS Group Brian Tracy ValueSelling Associates Wendy Weiss Jacques Werth Floyd Wickman Wilson Learning Dirk Zeller Tom Ziglar Zig Ziglar

Construction Marketing Ideas Mark Buckshon, 2010-04 Buckshon addresses the architectural engineering and

construction industry's marketing challenges with a positive and practical approach especially for business owners who don't want to be bogged down in clichés and who have been encouraged to try a variety of marketing ideas which simply don't work

How to Win Client Business When You Don't Know Where to Start Doug Fletcher, 2021-10-26 Dramatically grow your client base following pragmatic and insightful advice by bestselling author Doug Fletcher How to Win Client Business When You Don't Know Where to Start A Rainmaking Guide for Consulting and Professional Services serves as an invaluable and indispensable guide for everyone in the business of selling professional and consulting services Author Doug Fletcher dives deeply into the five skills required to make it rain Create Your Personal Brand Identity Demonstrate Your Professional Expertise Build Your Professional Ecosystem Develop Trust Based Relationships Practice Everyday Success Habits How to Win Client Business When You Don't Know Where to Start provides a masterclass in teaching the practical techniques and concrete strategies that professional services providers were never taught in school or on the job Pragmatic lessons take the place of the vaguely defined principles found in competing books to turn readers from sales novices into rainmakers Written by the same celebrated author who brought readers the best selling book How Clients Buy How to Win Client Business When You Don't Know Where to Start is perfect for any professional services provider or consultant who seeks to dramatically increase their book of business **Guerrilla Marketing for Consultants** Jay Conrad Levinson, Michael W.

McLaughlin, 2011-01-06 Trusted advice on successful consulting from the authors of the bestselling Guerrilla Marketing series Consulting is entering the era of the guerrilla client buyers with a glut of information at their fingertips and doubts about the value consultants add Guerrilla Marketing for Consultants is the first book to reveal how guerrilla marketing can transform today's challenges into golden opportunities for winning profitable work from the new breed of consulting clients Packed with information this step by step guide details the 12 marketing secrets every consultant should know the anatomy of a marketing plan Web sites sources of free publicity direct mail marketing winning proposals and more Jay Conrad Levinson San Rafael CA is the Chairman of the Board of Guerrilla Marketing International and the author or coauthor of more than 30 books including the bestselling Guerrilla Marketing series Michael W McLaughlin Mill Valley CA has been a partner with Deloitte Consulting since 1994 Rhetoric in Neoliberalism Kim Hong Nguyen, 2016-11-04 This volume examines and applies classical and contemporary concepts of rhetorical theory and criticism to the context of late capitalism Each contributor shows how discourse its subjects and power relations are irrevocably transformed by neoliberalism The collection analyzes a range of discourses and phenomena in neoliberalism including higher education reforms computational culture Occupy Wall Street protests the activism of Warren Buffett and the 9/11 Truth Movement Together these chapters explore the contemporary rhetorical production of homo economicus and the various ways in which neoliberalism has become a way of thinking orienting and organizing all aspects of life around economized metrics of individualized and individuated success This book will be of use to students and scholars crossing the fields of media and communication

political science and sociology **Rainmaking Conversations** Mike Schultz, John E. Doerr, 2011-03-29 Conversations make or break everything in sales Every conversation you have is an opportunity to find new prospects win new customers and increase sales Rainmaking Conversations provides a proven system for leading masterful conversations that fill the pipeline secure new deals and maximize the potential of your account Rainmaking Conversations offers a research based field tested and practical selling approach that will help you master the art of the sales conversation This proven system revolves around the acronym RAIN which stands for Rapport Aspirations and Afflictions Impact and New Reality You ll learn how to ask your prospects and clients the right questions and help them set the agenda for success Armed with the knowledge of the markets you serve the common needs of prospects and how your products and services can help you can become a trusted advisor to your clients during and after the sale With the RAIN system you ll be able to Build rapport and trust from the first contact Create conversations with prospects referral sources and clients using the telephone email and mail Uncover the real need behind client challenges Make the case for improved business impact and return on investment ROI for your prospects Understand and communicate your value proposition Apply the 16 principles of influence in sales Overcome and prevent all types of objections including money Craft profitable solutions and close the deal The world class RAIN SellingSM methodology has helped tens of thousands of people lead powerful sales conversations and achieve breakthrough sales performance Start bridging the gap between hello and profitable relationships today [The Knowledge Creation Potential of Management Consulting](#) Francesco Ciampi, 2008-06-02 The Knowledge Creation Potential of Management Consulting interprets management consulting from a knowledge perspective and proposes a general conceptual framework for investigating and interpreting that potential To begin with the main dynamics of change that characterize today s demand for management consulting is outlined and is it suggested that firms are becoming increasingly aware of the real cognitive rather than only the economic value generation potential that can be activated through the consulting relationship Also the possible pathways for evolutionary transformation of consulting practices models and roles that consulting firms could follow if they want to take advantage of the important changes that are taking place are looked at Next a definition of management consulting is proposed which aims to identify the distinctive ontological real essential and relatively stable features of this particular service and emphasizes the mainly cognitive nature of its value creation potential Furthermore two approaches to interpreting management consulting are discussed the diachronic approach and the synchronic approach To conclude the theories interpreting knowledge creation processes as knowledge conversion processes are explained and applied to the specific context of management consulting relationships *Consultants News*, 1996 *Replacing the Rainmaker: Business Development Tools, Techniques and Strategies for Accountants* Ian Tonks, 2015-03-17 Replacing the Rainmaker is a practical guide to business development for accountants It offers an array of tools techniques and strategies to help accountants win more work It gives you everything you need to launch a successful firm wide business development effort Each topic in the

book culminates with three key takeaways and many topics include step by step processes to help put the ideas into action The book is supplemented by additional resources including online workshops templates spreadsheets and any other materials needed to jump start your business development efforts The book is written for any CPA whether you re a sole practitioner staff accountant or partner at a large firm If you have an open mind and a desire to grow your business through calculated business development strategies this book is for you *Creating Rainmakers* Ford Harding,1998-01-01 The Consultant ,1999 **Rain Making** Ford Harding,2008-02-01 Sell and Market Like a Pro In this new edition of his classic book Rain Making Ford Harding reveals step by step how even if you ve never sold a product in your life you can become a top performer in your organization Filled with easy to use strategies checklists tables and guides this book shows you how to Write articles for professional publications Make cold calls like a sales pro Network to build a lasting customer base Develop a winning sales strategy With this book at your fingertips you ll get the marketing and sales skills you need to survive and flourish one sale at a time Cross-selling Success Ford Harding,2002 Ford Harding author of Rain Making The Professional s Guide to Attracting New Clients now takes readers into exciting new sales territory showing how to sell multiple services to the same client and how to sell business services to different divisions of the same account

Structural Holes Ronald S. Burt,1992 This analysis of the social structural theory of competition focuses on the structural hole a gap between two individuals with complementary resources or information When the two are connected through a third entrepreneur the gap is filled creating important advantages for the entrepreneur Capitalism, Macroeconomics and Reality James Crotty,2017-04-28 The essays comprising this collection analyze the deep flaws in the methodological foundation of mainstream economic theory and explain how these flaws make mainstream economics more ideology than sound social science James Crotty develops alternative theories built on realistic assumptions that can explain most of the disastrous economic and financial developments of the past four decades His work contributes to the collective creation of a solid theoretical foundation on which to build an understanding of the laws of motion of capitalism in the post WWII era A Pocket Guide to Business for Engineers and Surveyors H. Edmund Bergeron,2018-07-03 Pulling from his 30 years of experience running his own engineering and surveying services firm Ed Bergeron gathers in concise practical and often amusing writing all the information an engineer or surveyor needs to know to grow their career expand their business manage staff and projects understand the financial and legal aspects of their work and conduct themselves in a professional and ethical manner when dealing with clients and colleagues Both the fields of surveying and engineering are making strides towards advancing their stature by increasingly requiring licensure expanding continuing education offerings and adding elements of professional practice into all levels of education This book presents the skills that differentiate the technician from the professional and will serve as a tool for the advancement of the profession **The ^Astrategic Management of Intellectual Capital and Organizational Knowledge** Chun Wei Choo,Nick Bontis,2002-04-04 This book is the first to

present a review and synthesis of the research in knowledge management and strategy management The readings in this book will help readers get an understanding of the best methods to create and apply knowledge in order to sustain superior organizational performance Million Dollar Networking Andrea R. Nierenberg, 2004-11 This top corporate consultant focuses on what she knows best building business through networking and developing a solid network of business relationships and lifelong customers

Enjoying the Track of Expression: An Psychological Symphony within **Creating Rainmakers The Manager**

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Table of Contents Creating Rainmakers The Manager

1. Understanding the eBook Creating Rainmakers The Manager
 - The Rise of Digital Reading Creating Rainmakers The Manager
 - Advantages of eBooks Over Traditional Books
2. Identifying Creating Rainmakers The Manager
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Creating Rainmakers The Manager
 - User-Friendly Interface
4. Exploring eBook Recommendations from Creating Rainmakers The Manager
 - Personalized Recommendations

- Creating Rainmakers The Manager User Reviews and Ratings
- Creating Rainmakers The Manager and Bestseller Lists
- 5. Accessing Creating Rainmakers The Manager Free and Paid eBooks
 - Creating Rainmakers The Manager Public Domain eBooks
 - Creating Rainmakers The Manager eBook Subscription Services
 - Creating Rainmakers The Manager Budget-Friendly Options
- 6. Navigating Creating Rainmakers The Manager eBook Formats
 - ePub, PDF, MOBI, and More
 - Creating Rainmakers The Manager Compatibility with Devices
 - Creating Rainmakers The Manager Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Creating Rainmakers The Manager
 - Highlighting and Note-Taking Creating Rainmakers The Manager
 - Interactive Elements Creating Rainmakers The Manager
- 8. Staying Engaged with Creating Rainmakers The Manager
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Creating Rainmakers The Manager
- 9. Balancing eBooks and Physical Books Creating Rainmakers The Manager
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Creating Rainmakers The Manager
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Creating Rainmakers The Manager
 - Setting Reading Goals Creating Rainmakers The Manager
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Creating Rainmakers The Manager
 - Fact-Checking eBook Content of Creating Rainmakers The Manager

- Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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