

Rainmakers

**For experienced professionals who want to elevate their results.
Be part of the elite — the Top 20% who are truly Rainmakers.**

Rainmakers are the elite revenue producers and their success is founded on their relationships. Rainmakers focuses on:

- **How to approach the marketplace with that frame of mind**
- **Mastering communication skills that elevate interactions, going beyond transactions to the relationship level**
- **Energizing relationships and referrals through acutely focused marketing strategies and tactics**

Focus on Relationships — Produce Exceptional Results

"The best new advice I've gotten in a long time. Really a gift."

Jeffrey Cohen

"Rainmakers takes my sales abilities to a whole new level!"

Tom Russo
L&R Productions



"Rainmakers is unlike anything else out there, and is much more than just networking. Rainmakers is real relationship development that produce results and revenues."

Pam Butterfield
Business Success Tools

Peer to Peer Advisors

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What is the Rainmakers Approach?

The **Rainmakers Approach** is both a philosophy and a best practice to use in planning and developing relationships with clients, prospects, and stakeholders.

The inherent truth is that people do business with people – people they know, like and trust. The way to develop the requisite level of trust is through a relationship that goes beyond the superficial. The **Rainmakers Approach** enhances current methods by emphasizing a relationship-centric approach to managing clients and opportunities. The **Rainmakers Approach** focuses on planning, prioritizing, and expanding one's ability to maintain and grow relationships with others.

How Rainmakers Helps

Have you ever said any of the following?

- “I need a more senior relationship at the client to close this sale.”
- “I’d like to eliminate price and product comparisons as the sole criteria for awarding the sales.”
- “I wish the client knew something about us instead of just seeing us as salespeople.”
- “I want to be a “rainmaker”.”
- “My best clients are also friends.”
- “I wish I could stop cold calling and really just focus on the 20% of clients and prospects that give us 80% of our business.” -or -
- “I know about the 80/20 rule but dammed if I can make it work for me.”

The Rainmakers System provides a way to create and sustain deeper relationships with more people than you might have thought possible.

Program Objectives

- Recognize that relationships create the opportunity for sustainable revenue
- Understand the difference between building relationships and networking
- Identify communication skills that facilitate strong relationships
- Understand your own communication style
- Identify and prioritize relationships key to goal achievement
- Identify the value you offer, both from a personal and solution-based business perspective
- Walk away with a specific relationship building plan that is actionable and measurable

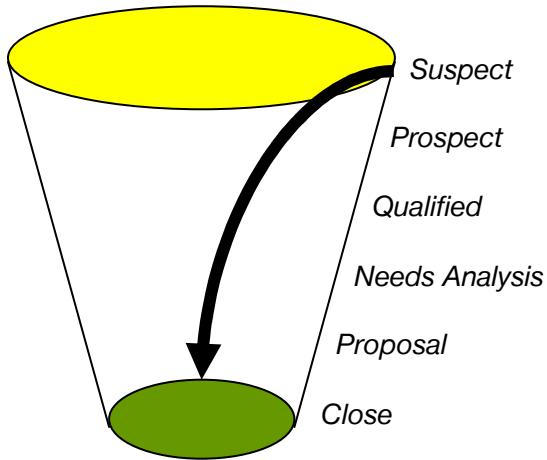
Who Should Attend

Rainmakers is for experienced professionals who want to increase their results and revenues. They want to focus on the 20% of opportunities that deliver 80% of their results; increase their close rate above the 50% line; no longer compete only on product, service and price; become a connector whom people turn to for help and solutions.

“People do business with people they know, like and trust. Rainmakers goes deep on that, focusing on the skills and strategies you need to strengthen, leverage and monetize relationships in a genuine and authentic way.”

Jody Ferrer
The Perfect Promotion

Old School – Transactional Selling ***Identifying Needs – Selling Solutions***



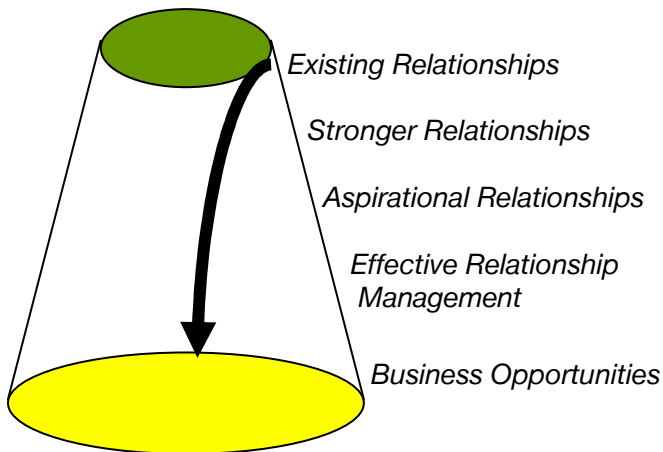
Segment the market and turn suspects into prospects

Qualify them and do a needs analysis

If timing is right, give them a proposal

Compete on features and price, and overcome objections to close

Rainmakers – Relationship Based Selling



Leverage relationships to know what works

Strengthen relationships with generosity & intimacy

Ask for help and connect with desired relationships

Systemize your relationship management

Be generous with solutions in your relationships

“More than ever growth depends on establishing and maintaining strong relationships. The Rainmakers Approach provides a stream-lined way to identify potential strategic relationships and a systematic means to foster those relationships. Anyone involved in growing a business, from sales professionals to business owners, will benefit from this program. I know I have.”

Jeff Beauregard
Beauregard Exhibits

The Soul of the Rainmaker

Relationships are at the core of practically everything we do. Successful people focus outward and generously offer solutions, thereby enabling and energizing their own success.

- Current Relationship Wheel
- Current perspective on relationships
- Defining relationships
- Building relationships
- Relationship characteristics
 - Trust
 - The Trust Formula
 - The Delegation Scale
 - Vulnerability
 - Generosity
 - Currencies
 - Authenticity
 - Anxiety

The Heart of the Rainmaker

Interaction skills are at the core of relationship success. These are the tools that establish rapport, and rainmakers have command of these skills. Their skills short-circuit activities that are counter-productive and toxic to building trust. Rainmakers build collaborative environments where everyone is engaged and “in the moment”.

- Mind Map
- Climate and Energy – Understanding Climate Conditions
 - Intent and Effect
 - Discount / Revenge
 - Credit / Build; Strategies for Connecting
 - Listening Styles
 - Listening Skills
 - Building Rapport
- Helping Others Hear You
 - Question types
 - Paraphrasing
 - “How to” language
 - Headlining
- Itemized Response

The Strategic Mind of the Rainmaker

Within every Rainmaker is a strong business person. They know the numbers. They know their markets. They know who is important. Rainmakers use this knowledge and develop a strategic and acutely clinical marketing strategy, combined with clearly identified tactics and disciplined implementation.

- Strategic Focus
 - Internal Relationship Wheel
 - External Relationship Wheel
 - Client Relationship Hierarchy
 - Currencies
 - Activity Map
- Relationship Focus – 80 / 20
 - Contact Groups
 - Contact Priorities
 - Contact Ratings
- Marketing Cycles
 - Awareness – I know who you are
 - Comprehension – I know who you are and what you do
 - Tactics and Tools
- Relationship Cycles
 - Conviction – I know what you do and am convinced you do it well
 - Order – You do it so well I’m willing to give you money for it
 - Tactics and Tools
- Energizing Referrals

Individual Plans

- Define Goals
- Identify Relationships
- Align goals and relationships
- Develop tactics
- Develop calendar

“The program helps one think about relationships & trust, and how they lead to business & referrals. Most constructive!

Paul Marchese
St. Germain Investment Management