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Rain Making: The Professional's Guide to Attracting New Clients, by Ford Harding, is a 287 page softcover book, published by Adams in September 1994. The listed retail price is \$13.95, but you can...

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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!

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[[Rainmaking: Attract New Clients No Matter What Your ...
A core theme of Rain Making is that successful marketing and sales comes down to three variables: Increasing your network size; Increasing the percentage of buyers (people in your network who hire you) Increasing the revenue per client; The author points out that your strong communication skills are a key advantage to improving all three variables.

Make Money Speaking – Book Review: Rain Making (Ford Harding)
Rainmaking: Attract NEW Clients No Matter What Your Field by Harding, Ford, NEW | Books, Comics & Magazines, Non-Fiction | eBay!

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!

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.

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!

Professionals who work with clients or large accounts can create lifetime relationships based on these well-researched secrets. Based drawing from extensive interviews with client executives, Making Rain offers a series of provocative insights on how to shed the expert-for-hire label and develop long-term advisory relationships. Exploding the popular myth of the "Rainmaker," a dated and dysfunctional figure that clients no longer welcome, Andrew Sobel argues that any professional can learn to "make rain" on an ongoing basis with existing clients by developing a special set of skills, attitudes, and strategies. These innovative tips and techniques from a recognized leader in the field of professional services will enable any consultant, salesperson, or service professional to create enduring client loyalty.

An innovative approach to winning more profitable sales in the growing professional services industry In recent years, professional services providers have had to rethink their sales methods and adapt to profound changes in the way clients buy services. In response, Winning the Professional Services Sale argues for fundamental changes in the seller's mindset and sales strategies. Rather than pressing the sale, salespeople must help clients buy--the way that works best for each client. This new approach gives buyers what they now want in a services seller: a consultative problem solver, change agent, and solution integrator, all rolled into one. Author Michael McLaughlin presents a strategy for winning new business with a holistic approach to each client relationship. Only by fully understanding a sale from every angle, including its impact on the client's business and career, can salespeople thrive in the new era of the service economy.

A proven approach to revenue-generating marketing and client development Professional Services Marketing is a fully field-tested and research-based approach to marketing and client development for professional services firms. The book, now in its Second Edition, covers five key areas that are critical for firms that want to grow and become more profitable: creating a marketing and growth strategy; establishing a brand and reputation; implementing a marketing communications program; executing lead generation strategies; and developing business by winning new clients. You will also read real-world case studies that illustrate major points, as well as quotes and stories from well-respected professionals in the industry. The Second Edition features new research and updates throughout, including new chapters on social media and online marketing, as well as new case studies and interviews Authors Mike Schultz and John E. Doerr are the coauthors of the Wall Street Journal and Inc. Magazine bestseller Rainmaking Conversations and Professional Services Marketing; Lee W. Frederiksen is coauthor of Online Marketing for Professional Services Will be widely promoted via multiple online routes and direct mail marketing Firms of any size can use this proven approach to marketing and client development to attract new clients and grow their professional service businesses.

Rainmaking Made Simple: What Every Professional Must Know is the definitive how-to guide for professionals on growing their business. It demystifies the process of building client relationships, making it simple to grasp, retain, and put into practice.

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.

NATIONAL BESTSELLER What if you could get in front of millions of prospects with the avid endorsement of famous influencers--without spending a dime? It's happening right in front of you every day. Guest experts on TV, radio, podcasts, blogs, and live streaming are getting local and national exposure for their business and brand that they could never have afforded to reach with ads. For a decade, Areva Martin has used the media to build a huge platform that expanded the influence and power of her brand exponentially. Media appearances on Dr. Phil, Anderson Cooper 360, The Doctors, CNN, MSNBC, FOX, and more have virtually eliminated the need of a marketing budget for her thriving law firm and non-profit organization, while securing her place as one of America's most sought after thought leaders. In Make It Rain! Areva breaks the silence to reveal what insiders know about the power of media appearances to revolutionize a business and brand and get your core message out to the people who need it most. You'll learn how to: Match your brand to the right audience and media venues Craft pitches producers can't resist Jump on breaking news shows Pivot and speak in soundbites like the pros Amplify every interview with social media Turn appearances into platform and become a rainmaker Never before have there been more ways to build a presence that matters. Whether you are the executive of a corporation, the author of an upcoming book, the owner of a rapidly growing small business, or the public face of a local nonprofit or association, if you have a business to build or people you want to help, nothing beats using the media to create the visibility, influence, and power you need. Are you ready to Make It Rain!?

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