



B-Book Review

How to Become a Rainmaker

By Jeffrey Fox

Rainmaker Tips

- Sell the benefits and show prospects the money.
- Always be working on next job recommendations.
- Always be available to clients and customers.
- A sales call is not a social call—don't waste your customer's time.
- When you give something, make sure to get something in return.

Remember

Rainmakers bring in revenue by selling solutions to their customers. No matter how large or small, every company needs rainmakers.

Do your sales tactics drive revenue? If not, take a few hints from Jeffrey Fox, expert rainmaker. What is a rainmaker? Rainmakers bring in revenue. No matter how large or small, every company needs rainmakers. Bottom line—if we are working for a company, we are all selling.

Rainmaker Do's & Don'ts

How to become a Rainmaker – The Rules for Getting and Keeping Customers and Clients, by Jeffrey J. Fox, is an easy-to-read, step-by-step guide on how to turn sales people into rainmakers, and how to bring profitability and revenue to any company. Here are a few pointers that will help bring in the rain:

Show Them the Money

Rainmakers don't sell their company's product. They sell money, benefits, problem reduction, and increased productivity. Before calling on a prospect, calculate a client's ROI so you can show them the money!

Show the Chain, Sell the First Link

Demonstrate a step-by-step process that takes the prospect from sale to implementation. If you can sell the customer on step one, you are well on your way to closing the sale.

Mid-job, Next Job

Current customers have a relationship with you and are comfortable with you—they are your best means

for repeat business and incremental sales. Midway through one project, suggest other ways in which your company might be able to save money or time for the client.

Never be in a Meeting

Always be available to customers. They don't care about you; they care about their problems and want answers immediately.

Don't Drink Coffee on a Sales Call

A business call is not a social hour. You are there to make a sale and close a deal. Coffee wastes precious time that could be spent selling the customer.

Give and Get

When you give a prospect a sample or discount, make sure you receive something in return, such as an agreement to test a particular product or service.

Best takeaway

Everyone in the company should act like a rainmaker. It's a multi-level relationship that, if implemented properly, will net valuable incremental sales.

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