

DEVELOPING LEADERS & RAINMAKERS

In most professional service firms, Partners & Associates are expected to deliver services while simultaneously focusing on creating new business opportunities. Successfully navigating this dual role of being both the “seller” and “deliverer” of services is a difficult challenge.

This process is also used for small business firms requiring the reenergizing of marketing and sales personnel entering and rebounding during economic recovery.

Because today’s buyers are better educated, more informed, and have more options than ever before; continued company growth and individual success now requires innovative ideas and finely-developed business development skills.

If, in fact, the rainmaker role is often viewed as the “lifeblood” of an organization, why is this responsibility typically limited to a select few within the organization? The fact is that as a professional services provider the business development role falls outside the normal sales paradigm. Because the “rainmaker role” combines the sales and service delivery roles; the professional provider is often at odds reconciling between services that are bought based upon talent and knowledge versus services bought based upon self promotion.

Additionally, senior partners and executives within an organization are often faced with the challenge of identifying the “next generation” of proven rainmakers and leaders within their company who will guide the organization into the future while at the same time providing them a safe and secure retirement.

Further, the objective becomes one of cascading rainmaking and leadership responsibility throughout an organization without creating ongoing organizational and employee discomfort.

Whether you represent a well established company or a new start up; one fact remains clear: it is unlikely that you will maintain a competitive advantage unless you approach this challenge in a different way. Leadership success in the world of professional services depends on your ability to reinvent yourself and your process and apply them for improved results consistent to your customers needs, in a way that differentiates your company from the competition

A PROCESS BUILT TO ACHIEVE RESULTS

Unlike other developmental programs, the Rainmaker and Leadership Development program is all about achieving quick results. Utilizing proven methodologies, this development process offers a comprehensive, concise program that will help develop a skilled successful professional that is able to comfortably balance the dual role of seller and provider, based upon individual comfort levels.

By utilizing a personal development system, the professional service provider will uncover a system and action plan that will lead to higher levels of individual and company achievement.

Critical Issues Covered Within this Process

- The Need to Reinvent Yourself
- Understanding The Buying Process Influences
- Building Attitudes for Positive Results
- Defining Your Value Added Proposition
- Discovering the Hidden Objections
- The Role of Goals
- Solution for Every Obstacle
- Referral Sources
- Role of Centers of Influence
- Understanding The Business Funnel
- Developing Communication Skills
- Easily Securing Additional Appointments
- Understanding The Steps of the Professional Sale
- Farming the Client Relationship
- Effective Questioning Techniques
- Building a Case for Action
- Effective Presentations
- Building Winning Proposals

The Results are Measurable

- Increased Revenue, Market Share & Income
- Strengthened Focus on Attracting, Servicing and Keeping Customers
- More Repeat Business Competitive Business Converted
- Future Leaders Clearly Identified
- Improved Competition