

# Real Sales

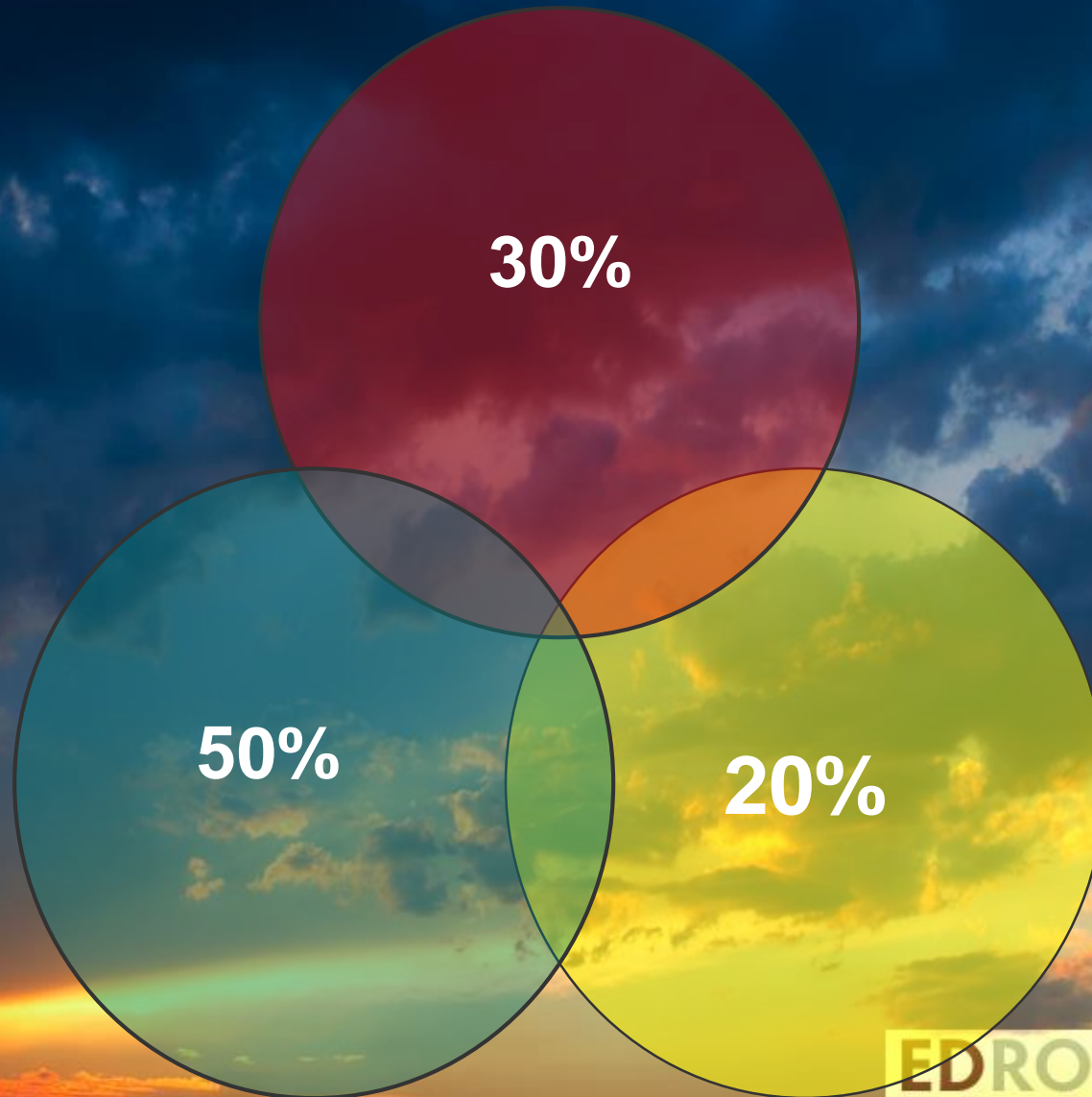
## From Fighting the Storms to Winning in Sales

Helping Chambers Survive and Thrive the Storm

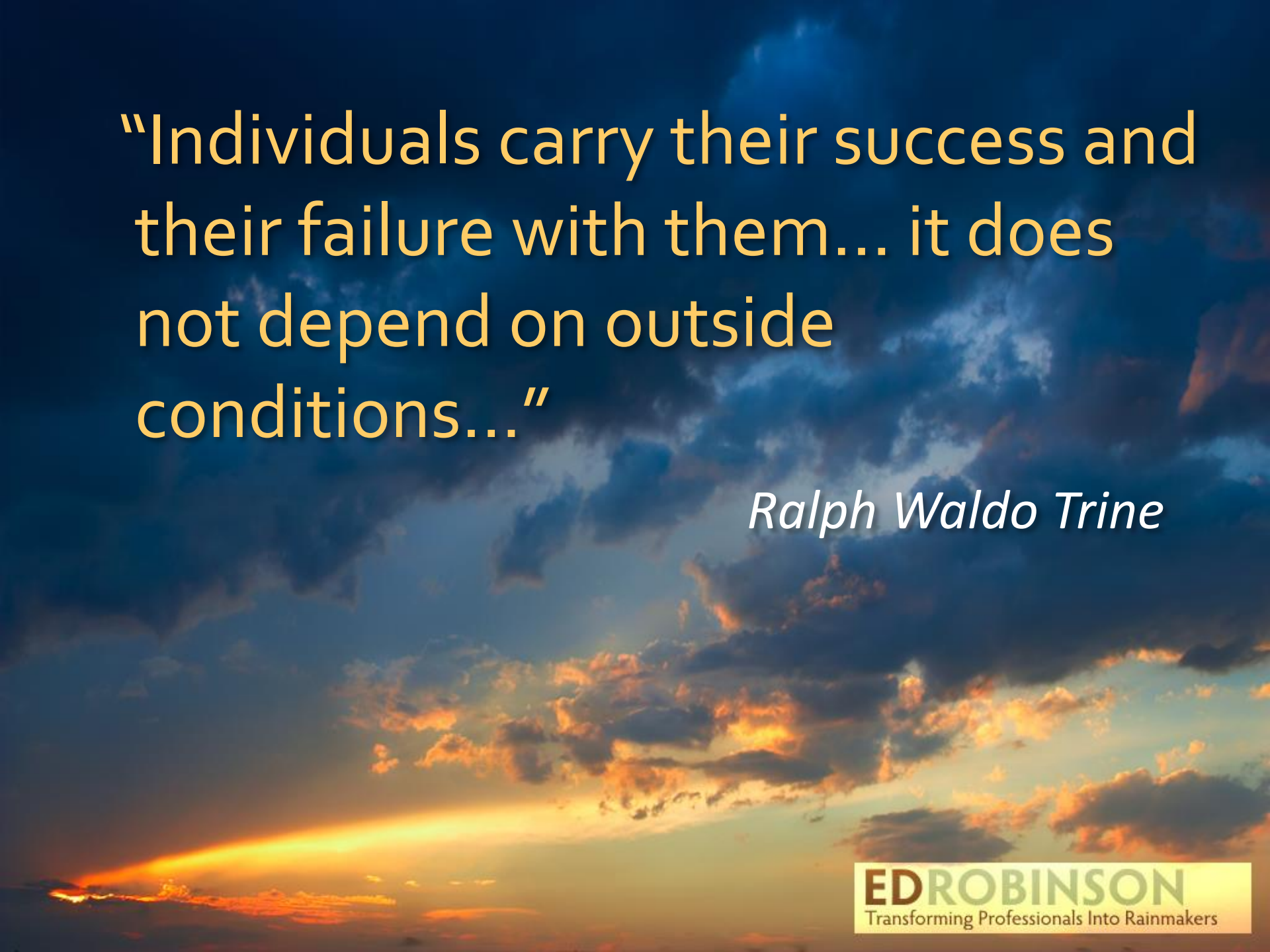
# Cycle of Change



# Cycle of Change







“Individuals carry their success and their failure with them... it does not depend on outside conditions...”

*Ralph Waldo Trine*

# ***RACE to Extraordinary***

A group of runners are crossing a finish line marked by a red ribbon. The runner in the foreground is a woman with her arms raised in celebration, wearing a grey shirt and a bib with the number 103. Other runners are visible in the background, including a man in a dark blue tank top with bib number 38. The background is a blurred outdoor setting with trees and a bright sky.

**Responsibility**  
**Accountability**  
**Consequences**  
**Excellence**

# The Formula for Success

$$(TA + CRS + PA) \times AD = \text{SUCCESS}$$

- TA = Technical Ability
- CRS = Customer Relationship Skills
- PA = Persuasive Ability
- AD = Achievement Drive



# RAINMAKER

## Strategy for Success© Model





# Marketing Your Brand

*E  
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E*





# Rainmaker Strategy for success ©



# Market Expansion Equation

**The Rainmaker Secret Formula  
for Marketing Success**

$$[(80/20) \times 16] \times M^3$$

## (80/20 Rule)

**80%** of your income will come from  
**20%** of your customers

**80%** of your results come from  
**20%** of your efforts

**80%** of your potential customers will come  
from **20%** of the people you know and who  
knows you



# Ed's Magic Marketing Mix

{ (80/20) 16 (M<sup>3</sup>) }

25

25

25

1

(1)



# Ed's Magic Marketing Mix

{ (80/20) 16 (M<sup>3</sup>) }

25= Advocates

25= Customers

25= Associations

1 = Targeted Group

(1) = Blitz

# Strategy for 80/20

- Prior Customers
- Existing Customers
- Advocates/ Referrals
- Specific Associations
- Industry Related Information or Events
- Social Settings
- Strategic alliances
- Social Marketing

# Market expansion equation

## The Rainmaker **Secret** Formula for Marketing Success

$$[ (80/20) \times 16 ] \times M^3$$

**16** = The number of times you need to “touch”  
potential customers in order to  
raise closing ratios



# Touch Program (Relationship Support)

Each time you contact a potential client, your contact needs to be tied to a purpose.

Postcard

E - mail

Snail mail

Telephone



# Tips for Easy Rainmaking

1. Becoming a Rainmaker in your company is the fast track to partnership and becoming a firm leader.
2. Developing clients is synonymous with sales. Making new friends is sales.
3. Sales is not just about profit and meeting goals at any expense. On the contrary, sales is about understanding what your client deems valuable and providing them with that value.
4. Regardless of what your actual title is, you are always representing your company.
5. When you can learn how to discover your potential clients' real needs, you will be more effective to both your company and your client.
6. Developing a client base involves creating long-term relationships that you can add value to. Asking questions and listening to the answers with an open mind and sincere heart are the core elements of rainmaking success.
7. To become a rainmaker, you must market your skills for success. Marketing starts with you: your intuition, ambition, technical skills, relationships, and persuasive skills.
8. Build advocates! Advocates are the people who will recommend and support you. The foundation of your marketing plan should include your advocates.
9. There is no comfort zone in sales. Sales is all about getting comfortable with change and moving on. There has never been a successful sales person who wasn't moving, ever forward, toward bigger challenges.
10. It is up to you to anticipate your client's needs. Your goal is to become their resource. Your ability to look at issues with a fresh set of eyes each day can be invaluable to your client.

*\*FOR MORE TIPS, PLEASE VISIT [WWW.EDSPEAKS.COM](http://WWW.EDSPEAKS.COM)*

## CREATING A HIGH PERFORMANCE DISC LEADERSHIP STYLE

by Tony Allesandra, Ph.D.

If tact is the radar of the mind, then practicing The Platinum Rule can be a valuable tune-up of your antenna.

The Platinum Rule—treating others the way they want to be treated by adapting to their personality style—can quickly make you a more sensitive, effective leader. Indeed, the Platinum Rule can have a positive effect on almost every aspect of

managing. There's a different way to communicate and delegate tasks to each employee, to compliment and correct them, and motivate and counsel them. Here's how to increase your compatibility and effectiveness with all your employees.

First, recognize that your power to influence employees springs from two sources: "positional

*Continued on next page...*

TRANSFORMING LEADERS INTO RAINMAKERS

# CREATING YOUR ROADMAP TO SUCCESSION

NAVIGATING THE  
SUCCESSION STORM

BUILDING FUTURE  
LEADERS

KNOWING YOURSELF  
AND YOUR PEOPLE

HELPING LEADERS  
MAKE IT RAIN

TIPS FOR EASY  
RAINMAKING

  
Transforming Professionals into Rainmakers  
[www.EdSpeaks.com](http://www.EdSpeaks.com)



## TRINITY OF LEADERSHIP SUCCESS



## IN THIS ISSUE: Succession Planning by Building Leaders That Make it Rain



### NAVIGATING THROUGH THE SUCCESSION STORM

We know that it is critical to advocate growth and create business development plans that produce and inspire RAINMAKERS. So what should be your primary focus in order to stay relevant as a player in your community and industry?



### BUILDING FUTURE LEADERS

What does your firm's future look like? Are you prepared to identify and groom your next group of leaders in order to keep your firm relevant and alive in the future?



### TOOLS TO IDENTIFY LEADERS

RPC presents a compelling case using assessments to identify your employees' strengths, motivators and goals. The triple threat is a comprehensive approach to gleaming the best out of your staff, management and team.

## SAMPLE PRE-CONFERENCE ONE-DAY LEADERSHIP DEVELOPMENT COURSE

**Module 1**  
Leadership:  
Feedback as a  
Leadership Tool  
8:30 - 10:00

**Module 2**  
Communicating  
Adult to Adult  
10:30 - 12:00

**Module 3**  
Rainmaker Sales  
& Marketing  
Strategies  
1:00 - 2:30

**Module 4**  
Your  
Leadership Style  
Pros and Cons  
3:00 - 4:30



Contact the  
to explore your  
customized course options.  
1-800-381-1433

## ALSO INSIDE

- 6 NAVIGATING THE SUCCESSION STORM
- 7 ARE YOU BUILDING LEADERS TO MAKE IT RAIN?
- 10 WHAT IS A RAINMAKER?
- 12 ASSESSMENTS FOR MOTIVATION, BEHAVIOR & RAINMAKING
- 14 TIPS FOR EASY RAINMAKING



CEO, Ed Robinson has been helping professional service firms with growth and leadership strategies for over 20 years addressing audiences in over 30 countries. Ed takes time to thoroughly understand each client's needs to create innovative solutions and applications to each group he addresses and consults.



# How Well Does the Touch Program work?

If you touch your prospect **4 - 5 times** per year; there is a **20% chance** they will purchase your product or services.

If you touch your prospect **12-16 times** per year; there is a **70 - 80% chance** they will purchase your product or services.

# Business Development cycle

Meeting with Customer

Introduction

USP I

USP II

USP III

USP IV

USP V



# Business Development cycle

Meeting with Customer

Introduction

USP I

USP II

USP III

USP IV

USP V

**Repeat the process!**

# 4 keys to Making it RAIN!



1. **Who are your Dream Clients?  
Begin with the End**
2. **Develop a Nurturing Plan  
Play the Long Game**
3. **Design your Ideal Marketing Week  
Block Time**
4. **Don't go it alone: M<sup>3</sup>**

# Making it RAIN!

- **R**apport Building
- **A**sk Questions
- **I**mplement a Solution
- **N**egotiate Start



# Making it RAIN!

## **R**APPORT BUILDING

- Research and establish an agenda
- Build rapport
- Explore the landscape
- DiSC ®

## **A**SK QUESTIONS

- Discover PFV
- Tailor to the client's expectations
- Essential questions
- Confirm your research



# Making it RAIN!

## RAPPORT BUILDING

- Listening 80/20
- Connect Personally
- Value Add
- Industry Experience

## ASK QUESTIONS

- Understand
- Tailor to the client's expectations
- Desired outcomes
- Confirm your research



# Making it RAIN!

## **I**MPLEMENT A SOLUTION

- Partner needs and services
- Your company's story
- Tie down key needs
- Validate

## **N**EGOTIATE START

- Ask for the sale
- Quantify value
- Know why clients choose you
- Create a long-term alliance



# Making it RAIN!

## **I**MPLEMENT A SOLUTION

- Collaborate w/ Prospect
- Your company's story
- Demonstrate ROI
- Educate

## **N**EGOTIATE START

- Hero's Journey
- Quantify value
- Avoid Obstacles



# 5 WAYS TO DIFFERENTIATE YOUR COMPANY

Talk about delivering desired outcomes. High Growth firms focus on the end result, not their firm's qualifications.

Build around the customer. Customer service doesn't mean doing what you are told. It's about making the client's life easier. No complaints!

Be flexible. Understand how much clients value a flexible approach. Many high growth firms feature their flexibility in their marketing.

Focus on your reputation. This, of course, is a key element in building a professional services brand.

Have a well defined target group.

# Me Inc.

- Mission
- Enthusiasm
- Integrity
- Needs Satisfaction
- Commitment

# A MISSION STATEMENT

Help our organization succeed by exceeding expectations and delivering value in everything we do.



# A MISSION STATEMENT

1. What is your **Personal Mission Statement**
2. What is your purpose for being a professional with your organization?
1. What are the 2-3 things you need to focus on to **make a difference** to with your Chamber

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THIS AINT DALLAS

HANK WILLIAMS JR

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**“They’re only puttin’**

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GOOD FRIENDS GOOD WHISKY

HANK WILLIAMS

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**in a nickel, but they**

FAMILY TRADITION

**want a dollar song.”**

**Country-Western Song**

159

LET'S MAKE SURE WE KISS GOODBYE

VINCE GILL

259

LET HER IN

00081721487

160

I'M SORRY

BRENDA LEE

260

ALL ALONE AM I

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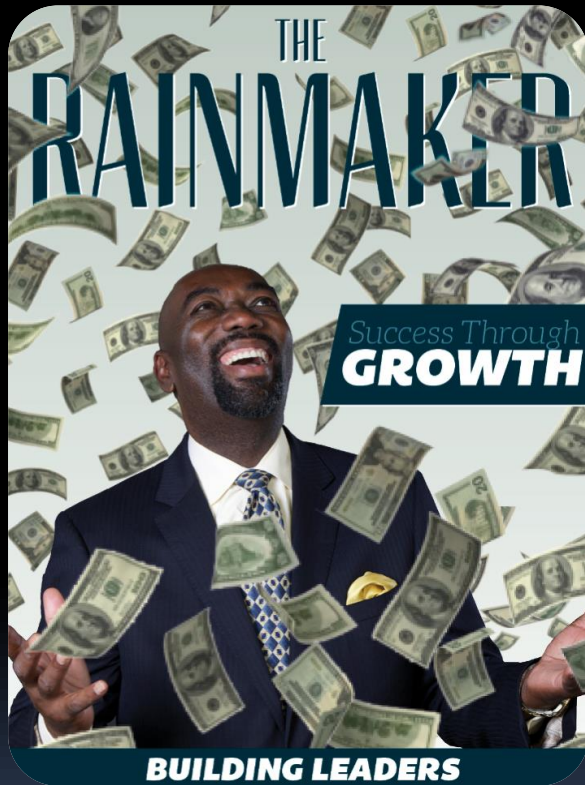
*Louisiana*  
*Mel Mc*  
*Early 1960s*  
*YOU HAVEN'*  
*GEORGE*  
*MEAN W*  
*WHEN THE*  
*LORETTA*  
*THE PILL*  
*Buying*  
*Chant*  
*When my sh*

# Winning in Sales and this Conference

A group of runners are crossing a finish line marked by a red ribbon. The lead runner is a woman with her arms raised in celebration, wearing a grey shirt and a bib with the number 103. Other runners are visible behind her, including a man in a maroon shirt with bib 52 and another man in a grey tank top with bib 38. The background is a bright, sunny outdoor setting with trees.

- **Drink**
- **Swear**
- **Steal**
- **Lie**





# MAKE IT RAIN!

FREE Webinar for Chambers

[Tiny.cc/RealSales](https://tiny.cc/RealSales)

[ed@edspeaks.com](mailto:ed@edspeaks.com)

[www.edspeaks.com](http://www.edspeaks.com)

Or call me

832-569-5138

**ED ROBINSON**  
Transforming Professionals Into Rainmakers