Real Sales

From Fighting the Storms to Winning in Sales

Helping Chambers Survive and Thrive the Storm
Cycle of Change

Resistance

Acceptance

Commitment
Cycle of Change

30%

50%

20%
“Individuals carry their success and their failure with them... it does not depend on outside conditions...”

Ralph Waldo Trine
RACE to Extraordinary

Responsibility
Accountability
Consequences
Excellence
The Formula for Success

\[(TA + CRS + PA) \times AD = SUCCESS\]

- **TA** = Technical Ability
- **CRS** = Customer Relationship Skills
- **PA** = Persuasive Ability
- **AD** = Achievement Drive
RAINMAKER
Strategy for Success© Model

1. Set Goals
Establish a Plan

2. Design a Magic Marketing Mix

3. Research & Client Development RAIN

4. Foster Customer Loyalty & Create the TRIPLE WIN

5. Penetrate New Clients & GO HUNTING

ED ROBINSON
Transforming Professionals Into Rainmakers
Marketing Your Brand

**BRANDING**

- Recognized Authority
- Best Kept Secret
- Empty Suit
- Novice
Rainmaker
Strategy for success ©

1. Set Goals
   Establish a Plan

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3. Research & Client Development
   RAIN

4. Foster Customer Loyalty & Create the TRIPLE WIN

5. Penetrate New Clients & Go Hunting!
Market Expansion Equation

The Rainmaker Secret Formula for Marketing Success

$$\left(\frac{80}{20}\right) \times 16 \times M^3$$
(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^3) \}

25
25
25
1
(1)
Ed’s Magic
Marketing Mix

\{ (80/20) 16 (M^3) \} 

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

\[
\left( \frac{80}{20} \times 16 \right) \times M^3
\]

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

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: “position

Continued on next page...
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 cleaning the best out of your staff, management and team.

Sample Pre-Conference One-Day Leadership Development Course

<table>
<thead>
<tr>
<th>Module 1</th>
<th>Module 2</th>
<th>Module 3</th>
<th>Module 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership: Feedback as a Leadership Tool</td>
<td>Communicating Adult to Adult</td>
<td>Rainmaker Sales &amp; Marketing Strategies</td>
<td>Your Leadership Style: Pros and Cons</td>
</tr>
</tbody>
</table>

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

Contact the Rainmaker Performance Group to explore your customized course options. 1-800-381-1433
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: $M^3$
Making it **RAIN!**

- Rapport Building
- Ask Questions
- Implement a Solution
- Negotiate Start
Making it RAIN!

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

ASK QUESTIONS
- Discover PFV
- Tailor to the client’s expectations
- Essential questions
- Confirm your research
Making it RAIN!

**R**APPORT BUILDING
- Listening 80/20
- Connect Personally
- Value Add
- Industry Experience

**A**SK QUESTIONS
- Understand
- Tailor to the client’s expectations
- Desired outcomes
- Confirm your research
Making it **RAIN!**

**IMPLEMENT A SOLUTION**
- Partner needs and services
- Your company’s story
- Tie down key needs
- Validate

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

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**ED ROBINSON**  
Transforming Professionals Into Rainmakers
Making it RAIN!

**IMPLEMENT A SOLUTION**
- Collaborate w/ Prospect
- Your company’s story
- Demonstrate ROI
- Educate

**NEGOTIATE 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
“They’re only puttin’ in a nickel, but they want a dollar song.”

Country-Western Song
Winning in Sales and this Conference

- Drink
- Swear
- Steal
- Lie
MAKE IT RAIN!

FREE Webinar for Chambers
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832-569-5138