

# **RAINMAKING CONVERSATIONS**

## **Influence, Persuade and Sell in Any Situation**

**MIKE SCHULTZ and JOHN E. DOERR**

**MIKE SCHULTZ** is co-president of RAIN Group, a sales training organization. He works as a consultant with organizations such as John Hancock and Ryder to improve sales performance and develop rainmakers. He also teaches seminars and delivers keynotes at industry conferences as well as being on the faculty of Babson College.

**JOHN DOERR** is also co-president of RAIN Group. After an extensive career in business leadership, he now teaches and coaches thousands of sales professionals in many countries. In addition to working with leading organizations like London Business School, DHL and Informatica, John Doerr has sold millions of products and services to some of the world's most prestigious institutions.

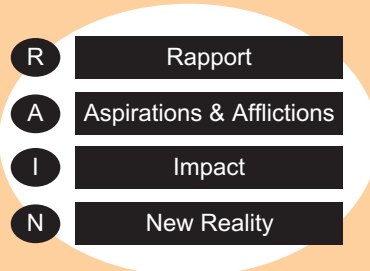
The Web site for this book is at [www.RainSalesTraining.com](http://www.RainSalesTraining.com).

ISBN 978-1-77544-704-7

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**MAIN IDEA**

Rainmaking conversations are sales conversations which fill the new customer pipeline, win new deals and create new opportunities for great things to happen in the future. They're based around the RAIN acronym:



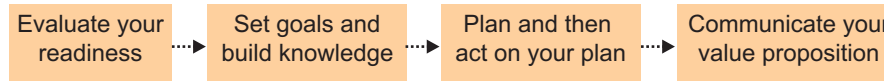
To get more sales for your firm learn how to prepare for and then have more RAIN conversations. Getting to this stage requires that you prepare well, understand the RAIN roadmap, focus on the RASP keys of rainmaking success and apply the 10 Rainmaker Principles.

*“The RAIN acronym is also a nod to the fact this process is focused on rainmakers – a common name for people who bring the most new clients and revenue into an organization. RAIN is your guide to leading successful sales conversations.”*  
 – Mike Schultz and John Doerr

*“We developed the RAIN Selling method to provide a framework, road map, and learning process for those who want to become rainmakers. Follow the Rainmaker Conversations road map and it will help you to sell effectively. But if you really want to achieve and join the rank of the rainmaker elite, you should take the 10 Rainmaker Principles to heart. Here’s to the beginning of your long and fruitful journey down that path. Rainmakers have it good. Now, go out and make it RAIN.”*  
 – Mike Schultz and John Doerr

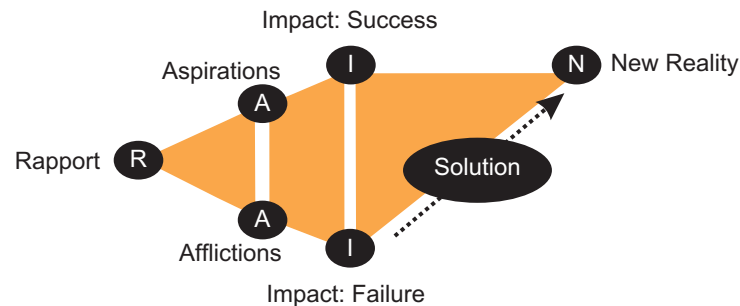
**1. Preparing to have RAIN conversations . . . . . Page 2**

RAIN conversations don’t arise by accident. To make them happen, you’ve got to prepare well. The basic steps involved are:



**2. Key Concepts of RAIN selling . . . . . Pages 3 - 5**

The roadmap for an effective RAIN conversation is:



**3. RASP – Four Keys to success for RAIN selling . . . . . Pages 6 - 7**

Companies and individuals which achieve higher results than others with RAIN conversations do so because they focus on RASP:

- R** Role readiness – be fundamentally prepared to succeed
- A** Action – execute on the activities which lead to sales
- S** Skills & knowledge – know how to sell and what you sell
- P** Processes – have a framework for the best possible result

**4. The 10 Rainmaker Principles . . . . . Page 8**

- |   |   |
|---|---|
| <b>1</b> Always play to win-win                   | <b>6</b> Create new conversations every day   |
| <b>2</b> Live by goals                            | <b>7</b> Lead productive conversations        |
| <b>3</b> Take action                              | <b>8</b> Set the agenda and be a change agent |
| <b>4</b> Think about buying first, selling second | <b>9</b> Exhibit courage                      |
| <b>5</b> Know what you need to know to sell       | <b>10</b> Assess, get feedback and improve    |

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