



How to Become a Rainmaker

The Rules for getting and keeping customers and clients

Author: Jeffrey J. Fox

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Author bio and credits: Jeffrey J. Fox is the best-selling author of *How to become a CEO* and founder of Fox & Co., a premier marketing consulting firm in Avon Connecticut. Fox is the subject of a Harvard Business School case study that is rated one of the top 100 case studies, and is thought to be the most widely taught case I the world.

Author's Big Thought:

In today's business culture, sales is one of the most competitive fields. There are more products and services available than ever before. To be a star, you must make it rain. A Rainmaker is a person who brings revenue into an organization, be it profit or not-for-profit. The rainmaker is the sales person everyone else wants to be. Whatever item or service the rainmaker sells, it is sold effectively and successfully. This book is a recipe for how to sell, for how to make rain.

The Rainmaker's credo

- Cherish customers at all times
- Treat customers as you would your best friend
- Listen to customers and decipher their needs
- Mae (or give) customers what they need
- Price your product to its dollarized vale
- Show customers the dollarized value of what they will get
- Teach customers to want what they need

- Make your product the way customers want it
- Get your product to your customers when they want it
- Give your customers a little extra, more than they expect
- Remind customers of the dollarized value they received
- Thank each customer sincerely and often
- Help customers pay you, so they won't be embarrassed and go elsewhere
- Ask to do it again

Chapter notes:

- Always answer the question "Why should this customer do business with us" it must be a benefit
- The first commandment of getting and keeping customers is to treat each customer as you would treat yourself. Deliver on your promise.
- Customers don't care about you - concentrate on the customer
- Always precall plan every sales call. A precall planning checklist should include:
 1. Written sales call objective
 2. Needs analysis questions to ask
 3. Something to show
 4. Anticipated customer concern and objections
 5. Points of difference vis-à-vis competitors
 6. Meaningful benefits to customers
 7. Dollarization approach; investment analysis
 8. Strategies to handle objections and eliminate customer concerns
 9. Closing strategies
 10. Expected surprises

Rainmakers talk to customers who are familiar with their products, or who already use the product, or who have a high probability of using the product. Big companies are generally better prospects than small companies in the same industry. Successful customers are generally better than struggling customers.

Rainmakers help the customer see the money. They turn benefits into dollars. Always dollarized - quantify the customer's return on his investment

in your product. Calculate the financial consequences to the customer - the cost of going without your solution.

- Rainmaker's don't have excuses. They either make the sale or they don't.
- Killer sales question #1 - "Do you have your appointment calendar handy"?
- Always take the best seat in the restaurant - hold your customer's attention without distractions.
- Don't drink coffee on a sales call
- Never wear a pen in your shirt pocket
- Killer sales question number 2: "Will you decide for yourself"? By agreeing to decide for herself, the customer eliminates the option of not deciding.
- Rainmakers turn customer objections into customer objectives. Objections are the way customers mask their need for help and information.
- Always make a "mid-job, nest-job, recommendation.
- Heed the biggest buy signal - the sales call appointment
- Killer sales question #3 - "Would you like to know our points of difference?" (to the competition)
- Always return every call every day
- Learn the "miles per gallon" of selling. The sales journey is the dollar revenue to generate from the beginning of the selling period to the end. The gas tank is the seller's available number of sales calls. The miles-per-gallon is the seller's call-to-close ratio. 95% of all salespeople will dilute themselves, by calling on too many customers and not allocating enough sales calls to close each sale. Work the math and the numbers will work for you.
- Beware of the myth of time and territory management - this sends too many salespeople to too many accounts resulting in too few accounts receiving the optimal number of calls to result in closes. Rainmakers concentrate their calls on the highest potential accounts.
- Always test in private what you are going to sell in public - always taste the wine before a wine tasting
- Always ask enough questions
- Always do an investment return analysis
- Never forget: everybody is somebody's somebody
- Your job is to listen to your customer - be acutely aware of all verbal and non-verbal signs. Turn off all cell phones and pagers.

- Onionize - get to the core of what the customer needs. The rainmaker must understand all of the customer's concerns, desires, fears, and limits.
- Rainmakers don't squander sales calls with unnecessary chitchat or entertaining conversation. Rainmakers are nice engaging, informed, interesting and interested.
- Never be in a meeting unless it's with another customer. You are never sick, on vacation, or out to lunch
- Killer sales question #4. "Is there anything else prohibiting you from going ahead?"
- The rainmaker gives to get
- Sell on Friday afternoons
- "Break the ice" at the end of the sales call - get to the point of the meeting as expected
- Use the point system every day. There are four steps to a sale
 1. Getting a lead, a referral, an introduction to a decision maker (1 point)
 2. Getting an appointment to meet the decision maker (2 points)
 3. Meeting the decision maker face-to-face (3 points)
 4. Getting a commitment to a close or to an action that directly leads to a close. (4 points)
- Always make an attempt or else there is no sale
- Don't make cold calls - use the point system instead
- Show the chain, sell the first link. If the customer is shown all the steps in a sale and agrees to the first step, the customer has bought the chain, unless you break it.
- To rainmakers, manners matter
- Killer sales question #5 "Why don't you give it a try?"
- Voice mail gives the salesperson an uninterrupted period of time to communicate a meaningful dollarized benefit to the decision maker.
 - Prepare your message in writing.
 - Keep It short.
 - Practice your message.
 - Be ready to convey your message if the customer picks up the phone.
 - Speak slowly and clearly.
 - Introduce yourself first.
 - State how long your voice message will be.
 - State the purpose of your call.
 - State the benefit and dollarized value.

- Give your telephone number and speak slowly.
- Thank the customer and tell her that if she doesn't get a chance to call back, you will follow up.
- Never show vulnerability. Always be confident. Stay calm.
- Be the best dressed person you will meet today
- Breakfast meetings yield good results
- Always hand out your business card
- Killer sales question #6 "What question should I be asking that I'm not asking'?"

Reviewer's recommendation:

There are lots of helpful tips in this quickly read book. If you want to be a rainmaker you just never know if the answer is in the next book.



Wise leaders recognize that they and their organizations need periodic refocusing to be the best they can be. Frumi helps such leaders rediscover the strengths and values that energize them so they in turn can renew their colleagues, employees, and business operations.

**Contact Frumi at 949-729-1577
ceocoach@frumi.com**