



Creating Rainmakers: The Manager's Guide to Training Professionals to Attract New Clients

Ford Harding

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Every manager of a professional firm realizes that generating leads and landing new clients are critical components of any successful business venture. But transforming accountants, architects, attorneys, consultants, engineers, and other professionals into client-generators is not always easy to do.

Divided into two comprehensive parts-The Rainmaker Model and The Elements of Rainmaking-Creating Rainmakers outlines all the steps you should take to turn your professional staff into a powerful team of sales winners.

Filled with in-depth insight and practical advice, this book will show you how to:

- * Generate leads
- * Build a strong network of contacts
- * Master a variety of sales techniques
- * Develop capable successors to current rainmakers
- * And much more

Based on more than 100 interviews with the principals of professional firms, including many of today's preeminent rainmakers, this valuable guide has the information you need to help your company succeed.

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