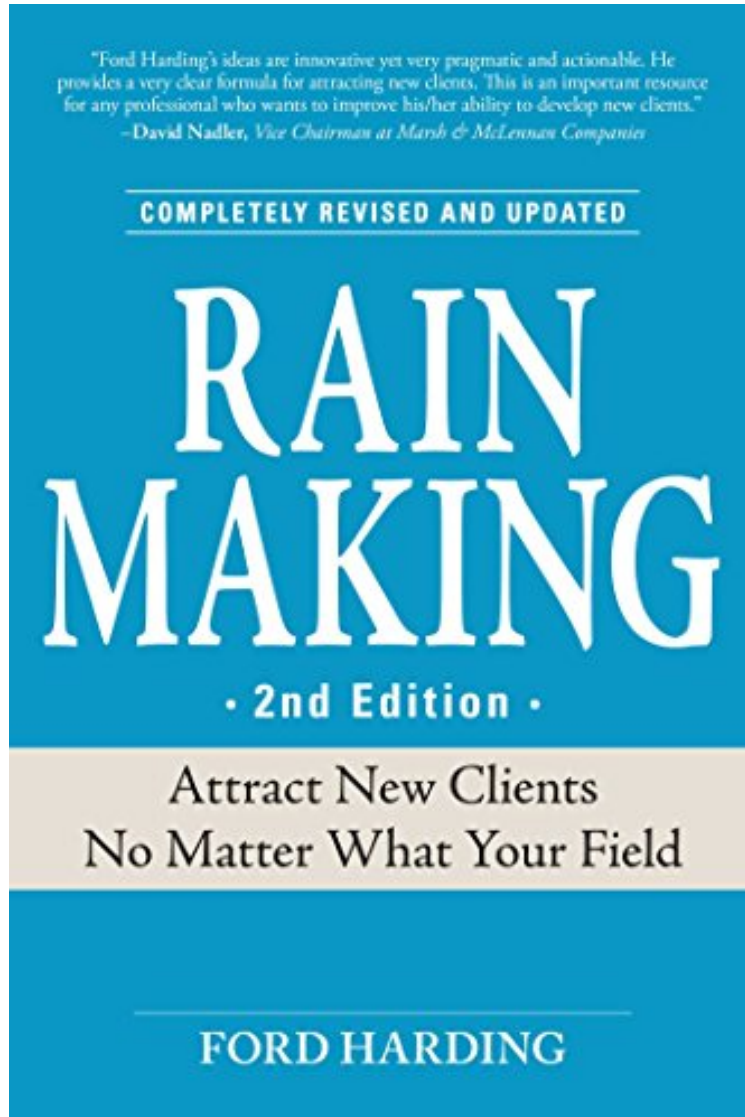


(Free and download) Rain Making: Attract New Clients No Matter What Your Field

Rain Making: Attract New Clients No Matter What Your Field

Ford Harding

*ePub | *DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



READ ONLINE

#176004 in eBooks 2008-02-01 2008-02-01 File Name: B001OLRKMU | File size: 50.Mb

Ford Harding : Rain Making: Attract New Clients No Matter What Your Field before purchasing it in order to gauge whether or not it would be worth my time, and all praised Rain Making: Attract New Clients No Matter What Your Field:

0 of 0 people found the following review helpful. Super helpful!By Kip BoyleMore than sales, this is a full business development field guide for professional service firms. I love two of his opening thoughts:Be "...a professional who sells rather than a professional salesperson" and "Selling is practicing your profession at the highest level."Most revealing is his analysis of why cold calls (and other types of outreach) works for some firms and not others.Highly recommended!0 of 0 people found the following review helpful. Plenty of practical informationBy Robert D.

Crane This book certainly has a lot of material that business people should look at, especially those who are 'sales' people. No matter what business you are in or what role you have you need to be 'selling'. This means you need to not only understand sales but importantly also how to generate new business. There aren't 'tricks' to this, there is simply proven systems that can help you achieve this. This book runs through a whole spectrum of options that are available and it would be truly impossible to say that someone to say that there wasn't something in this book that could help them with the 'sales' process. Surprisingly, I found there was a lot more information in this book than I expected and it also contained more details than I expected. That's what I liked about this when compared to other 'sales' books. It just doesn't merely talk about what 'sales' are it provides you with concrete steps and suggestions to go about generating more opportunities. Many business owners are not natural sales people and in fact tend to shy away from sales claiming that it really isn't their thing. To the contrary, for a business owner it is always sales first for without demand there is no business. The more you understand sales the better you have of being a success and keeping the income flowing to your business. The book is easy to read and surprising comprehensive and pragmatic in its approach. It is well suited to the 'no-sales' type who can learn a lot from the suggestions it brings forward. I would suggest that if you are in business, and especially if you are in business for yourself, then this book should be on your reading list. 4 of 4 people found the following review helpful. A terrific book and practical book on business development By Steve I am familiar with Ford Harding's work from hearing him speak and attending his seminars. I am also an avid fan of his books. Ford is a marketing specialist in the area of professional services, and has advanced many careers by analyzing the techniques of many of the top "rainmakers" in their fields. I am particularly impressed that Ford's work is research based. Too many books on selling, marketing, or business development are simply anecdotal or in the personal-empowerment/encouragement genre. Ford's material is practical and based on his first hand interviews and observations with thousands of successful men and women. I highly recommend this and any of Ford's other books. The first edition of this book (1994) was a classic. You definitely want to order this book even if you have taken his seminars or have a dog-eared version of the original, since he has written 5 new chapters and substantively changed many others. An example of an added chapter "10 Increasing Network Quality".

Sell and Market Like a Pro! In this new edition of his classic book, Rain Making, Ford Harding reveals step by step how--even if you've never sold a product in your life--you can become a top performer in your organization. Filled with easy-to-use strategies, checklists, tables, and guides, this book shows you how to: Write articles for professional publications Make cold calls like a sales pro Network to build a lasting customer base Develop a winning sales strategy With this book at your fingertips, you'll get the marketing and sales skills you need to survive--and flourish--one sale at a time!

About the Author Ford Harding is the president of Harding Company, which trains professionals to win new clients. His books are required reading for certification by the Society for Marketing Professional Services. His articles have appeared in Harvard Business , the Wall Street Journal, and elsewhere. He lives in Maplewood, NJ.