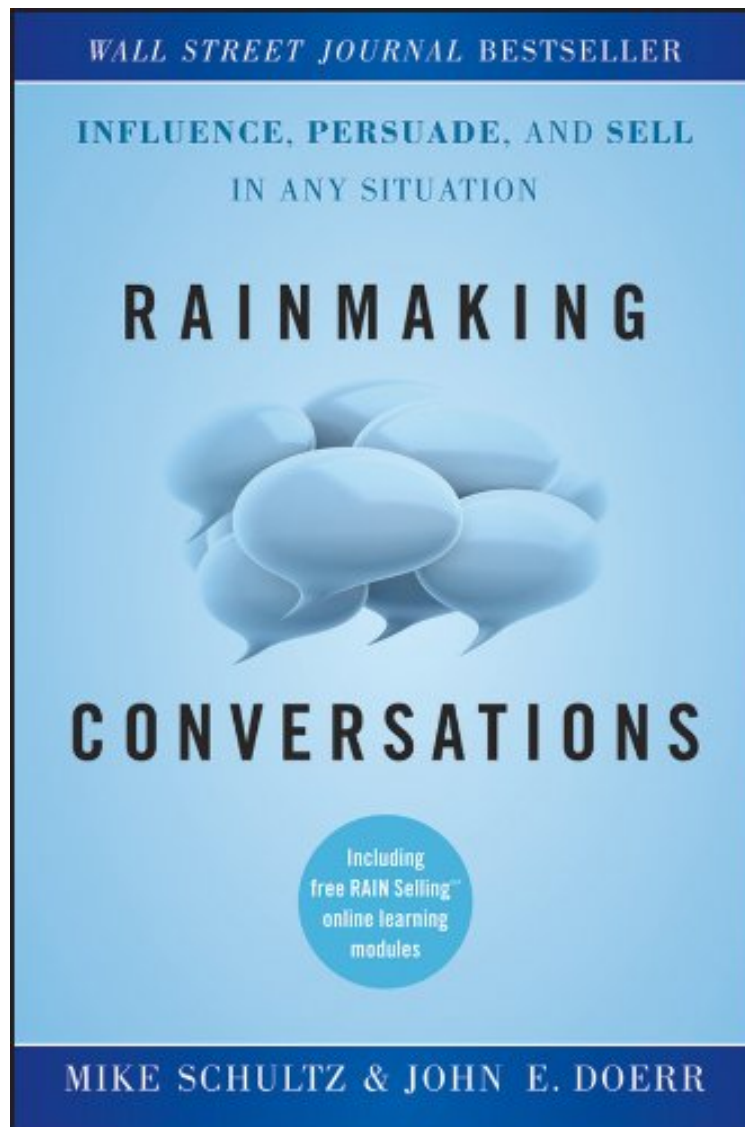


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# Rainmaking Conversations: Influence, Persuade, and Sell in Any Situation

*Mike Schultz, John E. Doerr*  
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before purchasing it in order to gage whether or not it would be worth my time, and all praised Rainmaking Conversations: Influence, Persuade, and Sell in Any Situation:

6 of 6 people found the following review helpful. Had to dig for gold in the dirtBy CustomerLess is more, this book just had too much irrelevant content that i skipped over, probably 50% plus is not relevant to small business and more geared for closing big deals, BUT the 35% plus that does relate to small business was EXCELLENT, so I would

recommend getting it, I think that KISS (keep it super simple) approach would have made this a better book, it is not super simple at all it is a "super detail hurt your head" kind of book, so if you buy then be prepared to eat the meat and spit out the bones! 0 of 0 people found the following review helpful. Read the book, use what's in it, but be yourself. By Mikelt's a great book, but I have to offer a huge caveat right up front. At some point your sales knowledge has to take the form of YOU performing NATURALLY. The BEST knowledge on EARTH is the knowledge that you can internalize, make it a PART of who you are and what you are, rather than an EXTERNAL thing that you have to access repeatedly. The reason I say this is that to call this book "feature-rich" is the understatement of a LIFETIME. These folks know their stuff, it's a master's thesis. By the time someone has pounded two thousand pieces of information into my head that I am expected to call upon on demand, I tend to retreat to old-school sales dogs like Zig Ziglar and Brian Tracy, who...DESPITE the wealth of sales techniques they both taught...are really only teaching you ONE thing, and that is to be a person of your word, a man or woman of integrity, and everything else will take care of itself. What I've said so far may make no sense at all so I will give you an illustration of where I am going with this. On page 52 (Kindle Edition), there is a section called "Building Real Rapport." I'm sure I don't have to preach the value in that, right? The section is broken down into sub-sections: "Be genuine," "Be warm and friendly," "Show interest," "Don't be too needy," "Give genuine compliments," "Calibrate the rapport to just right," "Read the culture," "Balance advocacy and inquiry," "Listen actively," "Show relevance, share similarities." That adds up to FIVE pages of the book, with TEN sub-categories, to make ONE point. The material is all valid and it is something every salesperson needs to know, but two questions come up. First, do you really need to read a book to have its author tell you to "be warm and friendly?" Second, this book (once again, I am using the Kindle edition) has 4600 pages, not counting the "Appendix and Online Resources" and other sections that follow. How large is your head? How many bullet points and sub-bullets are you going to load in there before you actually go out and sell? That's the point I am making here. The information is good, it's valid, it's road-tested, it's all things you need to know, but don't submerge yourself in this or any other book at the expense of NOT getting on the phone or out on the streets to sell. The book can help your career, or it can give you an extremely bad case of paralysis by analysis. Your choice. 3 of 3 people found the following review helpful. Focuses on selling professional consulting services. Unique and useful. By Daryl Gerke This book describes a sales approach based on the authors' proven RAIN sales model. Well written, this book should be on every consultant's bookshelf (after reading it, of course.) The authors are co-founders of the Rain Group, a sales training and sales performance improvement company. Their customers include professional service firms and other companies that sell complex products and services (technology, pharma, medical devices, etc.) As such, they certainly understand the unique challenges of selling intangibles like consulting. They also co-authored Professional Services Marketing, which nicely complements Rainmaking Conversations. Incidentally, if you are brand new to consulting, rainmakers are those who generate new business. In large firms, a few rainmakers often bring in most of the business for everyone to work on. In a small practice, however, everyone needs to be a rainmaker! This book uses their RAIN model that shows you how to: Build trust right from the first contact (R - Rapport) Uncover both problems and dreams (A - Afflictions/Aspirations) Make the economic case for purchase (I - Impact) Paint a vivid word picture for the future (N - New reality) The book emphasizes sales conversations, not manipulation. In short, selling consulting should NOT be like selling a used car -- but rather like talking to a friend or colleague. When placed in that context, selling consulting services can even become enjoyable. (It is for me...)

Conversations make or break everything in sales. Every conversation you have is an opportunity to find new prospects, win new customers, and increase sales. Rainmaking Conversations provides a proven system for leading masterful conversations that fill the pipeline, secure new deals, and maximize the potential of your account. Rainmaking Conversations offers a research-based, field-tested, and practical selling approach that will help you master the art of the sales conversation. This proven system revolves around the acronym RAIN, which stands for Rapport, Aspirations and Afflictions, Impact, and New Reality. You'll learn how to ask your prospects and clients the right questions, and help them set the agenda for success. Armed with the knowledge of the markets you serve, the common needs of prospects, and how your products and services can help, you can become a trusted advisor to your clients during and after the sale. With the RAIN system, you'll be able to: Build rapport and trust from the first contact Create conversations with prospects, referral sources, and clients using the telephone, email, and mail Uncover the real need behind client challenges Make the case for improved business impact and return on investment (ROI) for your prospects Understand and communicate your value proposition Apply the 16 principles of influence in sales Overcome and prevent all types of objections, including money Craft profitable solutions and close the deal The world-class RAIN SellingSM methodology has helped tens of thousands of people lead powerful sales conversations and achieve breakthrough sales performance. Start bridging the gap between "hello" and profitable relationships today.