

Introducing the Rainmaker Program



Discovering the hidden deals in your existing clients

Empowering your services deliverers to find opportunities

Creating Loyal clients and Lowering your cost of sales

growth for you and your business



the issues

your client's buying funnel



1. **Client begins to see issues: Seeks suggestions from experts. Begins to define needs.**
2. **Draws up a requirements definition. Applies for budget**
3. **Locates Possible suppliers. Outline Budget approved. Aims and Objectives agreed internally**
4. **Evaluates Suppliers , credibility, capability, knowledge, attitude etc**
5. **Short Lists suppliers: Moves to Demo, Proof of Concept.**
6. **Agrees Contract terms with Supplier. Places Order**
7. **Delivery of projects starts, cash spent, return on investment sought**

the issues

is this your ideal funnel?



1. Client will first seek to do it themselves
2. Then ask "Ready" Trusted Advisors for advice and suggestions. Us!
3. A chance for us to "write the specification" and influence the client's budget
We can build in our unique capabilities into early thinking
4. With access to people and thinking we can lock out other possible suppliers.
5. Capitalising on an early lead, we continue to influence wide in the account
6. Due to better understanding our early Proof of Concept is tailored and unique.
7. Sales team do a great job of presenting and agreeing commercials
8. Services team gainfully employed on a new project.
The project is successful. Our utilisation rates continue to be high.
Our client continues to have our people on-site and involved.
We do such a great job they won't look anywhere else
Trust improves. We have early sight of opportunities
9. Continue seeking new opportunities to work together
Cycle round back up to stage 1

the issues

is this your real sales funnel?



No one is influencing clients at the early stages of buying and therefore not including their unique capabilities in the client specification.

All deals are competitive and win / loss suffers.

The sales team has to work harder to win deals and spends no time on opportunities higher in the funnel

The stock market and hence company management and the sales team are focused on opportunities that will close in 3 months

The services team are focused on delivering the projects at stage 7.

They are typically not looking for Opportunities to move up to stage 1.

the issues

Rainmaking can help
turn the "real" funnel
into the "ideal" funnel



**Rainmakers begin to
influence opportunities
Early in the cycle**

Deal Shaping

**Aware Services People turn into rainmakers
Find and nurture opportunities in accounts**

the issues

Rainmaking can help
turn the "real" funnel
into the "ideal" funnel



**Rainmakers begin to
influence opportunities
early in the cycle**

Deal Shaping

**Sales people focus on short term
Deal Taking**

**However have deals
with a high chance of a win**

**Aware Services People turn into rainmakers
Find and nurture opportunities in accounts**

sales and services teams

- **sales**
- Short term focus (3 months?)
 - Targeted (Sales quota to meet)
 - Focused on forecast-able deals
 - Only talk with sales manager about these
 - Move frequently account to account
 - Selling done and move on new opportunity
- Deal taking
 - Competing
 - Presenting
 - Overtly selling
- Focus is on what I sell
 - Listening to issues if they fit what I sell
 - A slight feeling of manipulation?
- **services**
- Long term focus (>12 months?)
 - Not overtly targeted
 - Utilisation rates
 - Improving personal worth and skills
- Not opportunity aware
 - Head down let's get this finished then I'll look up
 - Selling is someone else's job
 - If I wanted to be in sales I would have joined many years ago. The pay is better.
- Focus is on delivering
 - On time and within budget
 - Feeling of partnership with client
 - Project success



sales and rainmakers

- **salespeople**

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- **rainmakers**

- Long term focus (>12 months?)
 - Not overtly targeted
 - Stay with client
 - Work on interesting stuff
- Opportunity aware
 - We're all in this together
 - If I can help sales then I stay doing interesting work
 - Overtly selling is someone else's job
 - However I am in a great position to influence the client
- Deal Shaping
 - I can influence the new specification early in our favour
 - If I don't do it our competitors will
 - I cannot be seen by my client to be SELLING
 - but I can use influencing techniques
 - I sometimes can argue against myself and gain credibility
- Focus is on delivery
 - We will do such a great job for the client they'll come back
 - I'm a trusted advisor
 - I must continue to be trusted and deliver on my promises
 - Focus is on the client and their issues and how to help
 - We must deliver this project for my trust to remain
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The easy 4 Step process

- 1) Management of Change Framework
 1. Systems Analysis , Visioning, Stakeholder and Change Impact analysis
 - 2) Management Briefing and Coach the Coaches
 - 3) Learning , Training and Development
 - 4) Governance and Roll-out
- Follow-on e-learning an e-coaching (optional)



what might the training part of a change program look like?

- Exploring limiting beliefs in the services team
 - selling and influencing, trust and congruence
- What makes an advisor trusted?
 - How to influence and feel good about it
- Knowing what opportunities to look for...
- Developing Rapport, Asking business development questions and listening
- Influencing techniques
 - Latest thinking from Cialdini and others
- What can rainmakers do and not do in the buying selling process?
 - Having the sales team working with the rainmakers:
 - Who does what? Who must do what?
- Logging and following up on opportunities

However your programme will be a little different (usually)



some of our clients



CareSys software designed for care providers



intellect
Representing the UK technology industry



maverick
av's our middle name

MASTEK
MAKING A VALUABLE DIFFERENCE



why you should choose us

- Wokingham (in the Thames Valley) based with UK coverage
- Our experienced team (see web-site) www.rainmaker-coaching.co.uk
 - all have Hi Tech or IT experience (Many ex-HP)
- Our focus is on rainmaking as a process and rainmakers as people
- Our focus is on
 - high technology companies
 - services professionals involved in high value added services
- Our ability to be flexible
 - we develop specific client focused programmes to fit your needs
 - Experienced trainers , coaches and business executives





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growth for you and your business



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