

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

By Mike Schultz, John E. Doerr

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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 Selling^{SM} 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.

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Editorial Review

Review

"There are lots of books on selling, but few as free of fluff as Rainmaking Conversations." ---Michael Port, author of Book Yourself Solid

From the Inside Flap
"There are too many books on selling, but once in a while one comes along with a fresh approach. This one is worth reading even by the seasoned professional."
—**Philip Kotler**, S.C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University

"I love this book. Why? Because *Rainmaking Conversations* isn't yet another collection of empty tips-and-tricks calories that provides no real nourishment to your career. This is the real thing."
—**Dave Stein**, CEO & Founder, ES Research Group, Inc.

"There are lots of books on selling, but few as free of fluff as *Rainmaking Conversations*. Highly recommended."
—**Michael Port**, NY Times Best-Selling Author, *Book Yourself Solid*

"Nothing happens without sales…and Mike Schultz and John Doerr have effectively provided us all with the book on sales that will make things happen! *Rainmaking Conversations* is a must read!"
—**Leonard A. Schlesinger**, President, Babson College

"Those who can't make rain think it's about luck and personality. Real rainmakers know that it's about hard work, preparation, and proven methods. Except for the hard work, everything you need is in this book."
—**Thomas H. Davenport**, Author, *Competing on Analytics*

"Kudos to Schultz and Doerr on this compelling read. Let it RAIN!"
—**David Lissy**, CEO, Bright Horizons Family Solutions

"Today's crazy-busy prospects won't waste their time with you unless they get value from every interaction. In *Rainmaking Conversations*, you'll learn how to make that a reality."
—**Jill Konrath**, Author, *SNAP Selling*, and *Selling to Big Companies*

"In this book—chock full of compelling stories and winning techniques—Mike Schultz and John Doerr show you how to master the art of rainmaking."
—**David Meerman Scott**, Bestselling Author, *The New Rules of Marketing & PR*

From the Back Cover
Master the conversations that can make or break everything in complex sales

Every conversation presents opportunity to find new opportunities, win new customers, and increase sales. *Rainmaking Conversations* gives you a proven system to uncover and leverage these opportunities and achieve maximum revenue results, robust relationships, and deep trust.

Rainmaking Conversations is the first book to offer a research-based selling approach that can help you master the art of the sales conversation. From start to finish of each conversation, you'll make every client contact you have count towards developing sustainable sales success.

- Build rapport and trust from the first handshake
- Learn the 7 keys for leading successful business development conversations
- Develop winning value propositions that gets prospects excited to buy
- Craft winning solutions and close the deal
- Speed up the sales cycle
- Lead conversations that persuade and influence the prospect to choose you

Rainmaking Conversations walks you through RAIN Selling^{SM} -a world-class sales methodology that has helped tens of thousands of people lead powerful sales conversations and achieve breakthrough sales performance.

Users Review

From reader reviews:

Pete Dominguez:

The feeling that you get from Rainmaking Conversations: Influence, Persuade, and Sell in Any Situation will be the more deep you excavating the information that hide inside the words the more you get interested in reading it. It does not mean that this book is hard to comprehend but Rainmaking Conversations: Influence, Persuade, and Sell in Any Situation giving you thrill feeling of reading. The copy writer conveys their point in a number of way that can be understood simply by anyone who read it because the author of this reserve is well-known enough. This specific book also makes your vocabulary increase well. Therefore it is easy to understand then can go together with you, both in printed or e-book style are available. We recommend you for having this specific Rainmaking Conversations: Influence, Persuade, and Sell in Any Situation instantly.

Daniel Young:

People live in this new day of lifestyle always make an effort to and must have the extra time or they will get great deal of stress from both day to day life and work. So , when we ask do people have spare time, we will say absolutely of course. People is human not just a robot. Then we question again, what kind of activity do you have when the spare time coming to you of course your answer will unlimited right. Then ever try this one, reading textbooks. It can be your alternative inside spending your spare time, often the book you have read will be Rainmaking Conversations: Influence, Persuade, and Sell in Any Situation.

Doris Cobb:

Playing with family within a park, coming to see the sea world or hanging out with friends is thing that usually you will have done when you have spare time, in that case why you don't try matter that really opposite from that. One particular activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you have been ride on and with addition info. Even you love Rainmaking Conversations: Influence, Persuade, and Sell in Any Situation, you are able to enjoy both. It is very good combination right,

you still desire to miss it? What kind of hangout type is it? Oh occur its mind hangout guys. What? Still don't understand it, oh come on its known as reading friends.

Ryan Strausbaugh:

Beside that Rainmaking Conversations: Influence, Persuade, and Sell in Any Situation in your phone, it could possibly give you a way to get closer to the new knowledge or data. The information and the knowledge you are going to got here is fresh through the oven so don't become worry if you feel like an aged people live in narrow village. It is good thing to have Rainmaking Conversations: Influence, Persuade, and Sell in Any Situation because this book offers to you readable information. Do you often have book but you don't get what it's interesting features of. Oh come on, that would not happen if you have this with your hand. The Enjoyable blend here cannot be questionable, like treasuring beautiful island. Techniques you still want to miss it? Find this book and also read it from currently!

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