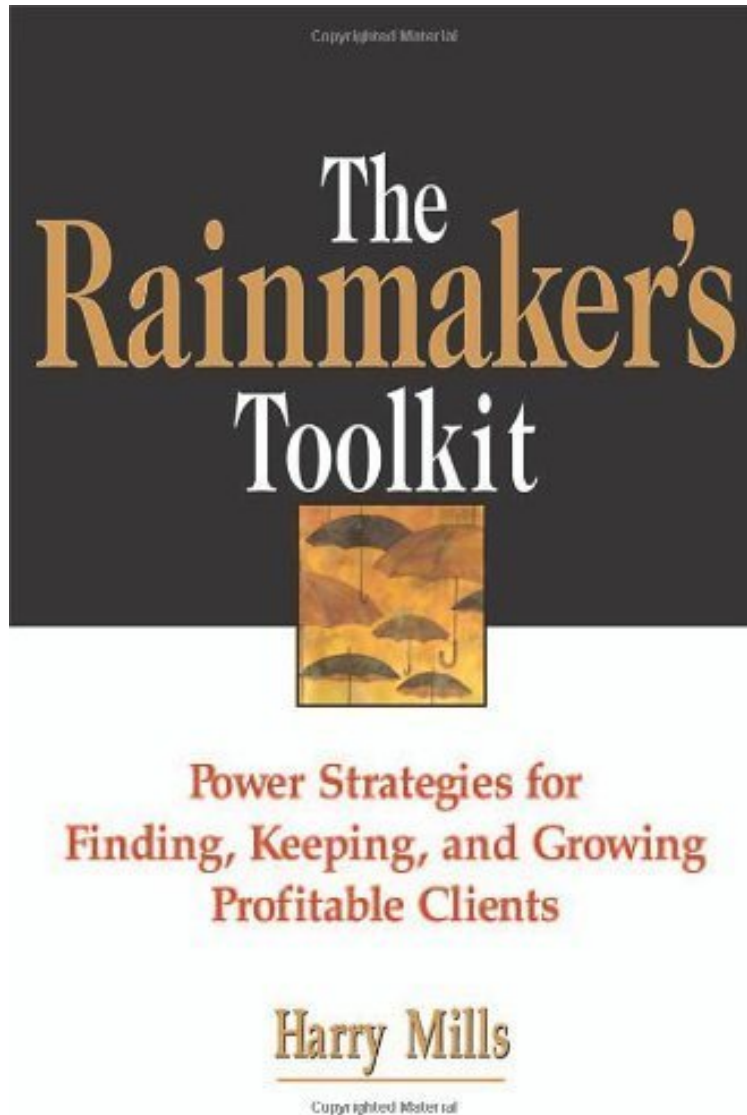


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The Rainmaker's Toolkit: Power Strategies for Finding, Keeping, and Growing Profitable Clients

Harry Mills

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people found the following review helpful. Brings a new meaning to the word "exhaustive" By Mike At 285 pages, this is one of the most densely-packed business books you'll ever own. Much of the information is delivered to you in the form of steps, lists, bullet points...author Harry Mills wastes no time on sweet-talking you into doing these things. There's an assumption that you're reading the book because you want to make rain, period. Some of the things won't happen overnight. Some of them might not happen at all. Example: the sections on publishing. With focus and determination, you can start your own blog, get articles published on the Web, and approach your local newspapers. But when you get to page 48 and read about how "it's not uncommon for a busy professional to pay skilled host writers more than \$100,000 to transform their ideas into readable prose" and "A successful book can turn you into a celebrity and launch a high profit speaking career. Getting a book on the New York Times bestseller list typically allows an author to charge \$15,000 to \$25,000 a day as a celebrity speaker," understand this: The odds are stacked against you, especially in the modern era of publishing, that you are going to be one of those authors or that you will be pulling down \$25K per day as a "celebrity speaker." If you pour 110% of your energy and focus into that goal, 24/7, you're still facing a big "maybe." So...as with every business book that's currently available to you...the challenge with this book will be selecting the items you can turn into action today, the ones that will move you forward today, while slowly chipping away at the bigger long-term goals. That's where a lot of people make a fatal mistake, fail, get discouraged, and quit. There's more information in this book than most people would conceivably turn into action items. There's a winning mix for you, but you must read the book, pick the items you are willing to commit yourself to, form a plan, work the plan, and stay focused. Otherwise you'll join the ranks of people who bought a book, read it, put it back on the shelf, and returned to all of the things they were doing before they read the book. 2 of 2 people found the following review helpful. For anyone that benefited from Dale Carnegie's or Napoleon Hill's work, this book is a must have. By Cityhopper I actually stumbled upon the Rainmaker's Toolkit from reading some comments on a business related forum. I immediately jumped onto to read the synopsis as well as the reviews. It didn't take me long in deciding to purchase the book. I have only skimmed the book and already feel this is a great purchase. The book reminds me of the style of Dale Carnegie's books in that being participatory is required to make the book beneficial; you will only get out of it the effort place into it. Merely reading is not enough, ACTION IS REQUIRED. Like Carnegie, Mills breaks down ideas too its smallest denomination, provides great examples and exercises, and allows each principle to build upon one another to get to the overall goal: developing strategies for finding, keeping, and growing profitable clients. Both Carnegie and Mills are affective in writing a book that is more like a guide, workbook, and manual in dealing with their respective topics. Anyone in the professional services industry will benefit from this tenfold. The principles are just as applicable in 2004 and even more-so in 2010. I certainly look to provide a more thorough update once I complete the book and use the principles in action.

"Few professional firms are able to consistently grow their fees and profits. Based on the concept of relationship marketing, The Rainmaker's Toolkit gives readers the tools, techniques, and strategies to help win and close bigger deals, helping them dramatically increase the odds of success . . . and sustain that level of accomplishment from year to year. The Rainmaker's Toolkit helps readers identify and maximize the potential growth opportunities in their companies and gives them a step-by-step system for building a high-profit practice. The book shows readers how to: * identify high-profit customers and build lifelong relationships with them * stand out from competitors by differentiating their firm, services, and people * build a million dollar referral network Packed with more than 80 reproducible tools and templates, The Rainmaker's Toolkit shows how to find the gold hidden within every company."

The CEO Refresher (www.refresher.com): "This is the new bible for professional service firms and is one of the best books of the year." About the Author Harry Mills (Lower Hutt, NZ, and New York, NY) is the CEO of The Mills Group, an international consulting firm. His clients include PriceWaterhouseCoopers, KPMG, Ernst Young, IBM, and Oracle. A regular keynote speaker, he is the author of 23 books on sales, negotiation, and influence, including Artful Persuasion.