

The Rainmaker's Toolkit



**Power Strategies for
Finding, Keeping, and Growing
Profitable Clients**

Harry Mills

Rainmakers Toolkit Power Strategies For Finding Keeping And Growing Profitable Clients

**Jay Conrad Levinson, Michael W.
McLaughlin**



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The Rainmaker's Toolkit Harry Mills, 2004-03-05 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 **Guerrilla**

Marketing for Consultants Jay Conrad Levinson, Michael W. McLaughlin, 2011-01-06 Trusted advice on successful consulting from the authors of the bestselling Guerrilla Marketing series Consulting is entering the era of the guerrilla client buyers with a glut of information at their fingertips and doubts about the value consultants add Guerrilla Marketing for Consultants is the first book to reveal how guerrilla marketing can transform today's challenges into golden opportunities for winning profitable work from the new breed of consulting clients Packed with information this step by step guide details the 12 marketing secrets every consultant should know the anatomy of a marketing plan Web sites sources of free publicity direct mail marketing winning proposals and more Jay Conrad Levinson San Rafael CA is the Chairman of the Board of Guerrilla Marketing International and the author or coauthor of more than 30 books including the bestselling Guerrilla Marketing series Michael W McLaughlin Mill Valley CA has been a partner with Deloitte Consulting since 1994 **The Law**

Firm Associate's Guide to Personal Marketing and Selling Skills Catherine Alman MacDonagh, Beth Marie Cuzzone, 2007 This first volume in the Law Firm Associates Development Series focuses on personal marketing and sales skills and will cover these topics building a practice how to create a personal marketing plan how to find people within a target market how to prepare for a prospective client meeting strategies when meeting with clients how to ask for business how to use the end of a matter as a marketing opportunity how to retain clients and how to effectively network inside and outside the firm Both authors currently work as Directors of Business Development in law firms where their responsibilities include extensive in house coaching and training of attorneys at all levels In this guidebook they share their best advice and instruction compiled from their own experience as well as from that of many industry thought leaders **The Better Way;**

A Better Life Harry Pappas Jr. , 2014-05-31 The Better Way A Better Life A Life Changing Journey for CPAs and Financial Advisors is both life changing and a page turner With striking simplicity and penetrating wisdom Harry Pappas Jr a prominent financial advisor speaker and industry thought leader reveals his secrets to solve a distinct immediate and ongoing challenge facing the accounting industry what it takes to become an accounting firm of the future There is an enormous

opportunity for ambitious CPAs and financial advisors to excel in this new environment Pappas introduces The Better Way a truly unique business strategy that is revolutionary yet simple If you are not part of this type of collaborative arrangement there is an excellent chance that you will be competing against one in the near future When implemented correctly this innovative system

- 1 Empowers CPAs to become irreplaceable to their most important clients
- 2 Increases CPAs revenues and overall value beyond tax season
- 3 Provides CPAs with turnkey strategies for client acquisition and retention
- 4 Allows CPAs to do more by working less
- 5 Saves CPAs time and money

Pappas invites readers to question whether now might be the time to change given the structural transformation taking place in the accounting profession The Better Way is a radical new model for personal and professional transformation that will change the way CPAs interact with financial advisors The Better Way is the real deal Find out for yourself

The Rainmaker's Toolkit Harry Mills, 2004 Annotation The Rainmaker's Toolkit presents the most effective way to generate and sustain profits and growth in any industry even in the face of stiff competition and tough market conditions Through his years of experience in consulting for the world's largest professional service firms and dozens of high profile corporations Harry Mills has distilled the essence of business growth into a practical step by step system for building a high profit practice based on the Eight R's of Client Relationship Marketing Revitalization Retention Reacquisition Referrals Regeneration Rainmaking Related sales and Reputation making The Rainmaker's Toolkit features more than 80 reproducible templates and tools including an invaluable matrix that shows you exactly what you need to do during each stage of your campaign There's also a five step roadmap for implementing the Eight R's from identifying and prioritizing key marketing challenges to achieving the buy in commitment and accountability of everyone on your staff

BOOK JACKET American Book Publishing Record, 2004 **The Publishers Weekly**, 2003 **Forthcoming Books**

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Jeffrey J. Fox, 2000

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