

***How to Become a Rainmaker: The Rules for
Getting and Keeping Customers and Clients***
By Jeffrey J. Fox

This is one of those quick books I pick up at the airport with excellent insights including the following:

1. Make selling easier by teaching customers to want what they need.
2. Customers don't care about you so don't talk about yourself. Make sure you use powerful questions like "Why?" "Why?" "Why?"
3. Always have a pre-call plan. Have a checklist which contains the following:
 - Written sales call objective.
 - Needs analysis questions to ask.
 - Something to show.
 - Anticipated customer concerns and objections.
 - Points of difference vis-à-vis competitors.
 - Meaningful benefits to customers.
 - Dollarization approach; investment return analysis.
 - Strategies to handle objections and eliminate customer concerns.
 - Closing strategies.
 - Expected surprises.
4. Always show customers a return on their investment. Calculate the financial consequences of going without your solution.
5. When you have a customer on the phone, ask: "Do you have your appointment calendar handy?"
6. Ask the question, "Will you look at the facts and decide for yourself if they make sense?"
7. Turn customer objections into customer objectives. Do this by asking, "So you were concerned about...is there anything else that concerns you?"
8. Of course, never beat up the competition. Say, "Yes, that is a good company. Would you like to know our points of difference?"
9. When making a product demonstration, say, "We would be happy to give you a demonstration. If the demonstration is successful is there anything that would

prohibit you from going ahead?” According to Fox, the Rainmaker is always present when the customer tests the product.

10. Excellent selling times are before 8 any morning and after 3 on Friday afternoons. Remember – the lowest price is not the same as the lowest cost.
11. Thank the customer and tell her that if she doesn’t get a chance to return your call, you will follow up.
12. “Why don’t you give it a try?” is a killer sales question. Even safer would be to say, “Why don’t you give it a try and see how it feels?”
13. “What questions should I be asking that I’m not asking?” is a killer sales question.
14. Ten things to do today to get business:
 - ❑ Send a handwritten note.
 - ❑ Clip and send an article of interest.
 - ❑ Talk to a satisfied client and ask who else you might help.
 - ❑ Send a thank-you gift to someone who referred you.
 - ❑ Give your business card to someone with influence.
 - ❑ Send a letter to the editor of a magazine your customers read.
 - ❑ Add fifteen people to your mailing list.
 - ❑ Leave a compelling voicemail.
 - ❑ Make an appointment.
 - ❑ Call a client you haven’t talked to in two years.

As always, I encourage you to pick one or two points that you will do something. Of course, you are encouraged to read the book yourself to discover even additional insights. [Click here](#) to purchase this book from Amazon.