Program Kick-off: Developing as a Rainmaker
- Introductions of participants and ConvergenceCoaching
- Outline structure and expectations for the program
- Dive into foundational rainmaking concepts that will influence many of our future discussions in the RDP, including:
  - The four kinds of business developers and where you are now and where you strive to be
  - The 6 steps to selling that we’ll explore more in-depth with each roundtable
  - The 7 personal rainmaking realms that we’ll cover throughout the program and from which you’ll develop your personal marketing plan
  - The role of relationship-building in rainmaking
  - Identifying your ideal target client profile so that you can be strategic in your efforts
  - Methods for tracking and reporting on your rainmaking activities to encourage accountability and success
- Set expectations for homework to be completed by the next roundtable

Roundtable 2: Making a Bigger Difference for Your Clients
- Check in on homework and progress since the last roundtable
- Discuss ways to deepen client relationships, including:
  - Identifying strategies to be a more visionary, strategic advisor for your clients
  - Outlining an approach for undertaking strategic account planning for your key clients
  - Reviewing client communications ideas to keep in front of your clients with valuable information
  - Asking your clients for feedback
- Learn a method for tracking your client opportunities
- Set expectations for homework to be completed by the next roundtable

Roundtable 3: Building Your Sphere of Influence
- Check in on homework and progress since the last roundtable
- Cover the networking realm of our business development hierarchy, including both traditional and online networking, where we will explore:
  - Insights and questions out of the LinkedIn demo
  - Networking challenges or roadblocks that participants experience
  - Best practices for traditional and internal networking and where participants are experiencing or might start experiencing more success
  - Responding to the motivators and drivers of those in your network
- Explore the referral source realm of our business development hierarchy, including:
  - Fundamentals of referral source relationships
  - How to ask for the initial meeting and staying in touch after
  - Establishing a relationship that is “win-win-win”
  - Asking for a client or prospect introduction
- Set expectations for homework to be completed by the next roundtable

Roundtable 4: Qualifying Opportunities For Success
- Check in on homework and progress since the last roundtable
• Explore methods for effectively qualifying opportunities and preparing your solution, including:
  o **Qualifying your sales opportunities** based on true need, timing, budget and decision-making process
  o **Exploring best practices in developing the scope and pricing** for your opportunities
  o **Preparing your proposal and identifying your firm’s value proposition** to your prospect’s problems that addresses their needs
  o **Unique characteristics of responding to RFPs**
  o **Presenting your solution** to the client or prospect
• Explore best practices for managing your sales opportunities
• Set expectations for homework to be completed by the next roundtable

**Roundtable 5: Sales Strategies to Close More Business**
• Check in on homework and progress since the last roundtable
• **Discuss the keys to closing more business**, including:
  o Preparing for and handling objections as they arise
  o Asking for commitment and choosing a closing approach that works for you
  o Next steps after an engagement has closed
  o What to do when you lose an opportunity
• Hold a mock pipeline meeting by using real opportunity examples to explore together
• Set expectations for homework to be completed by the next roundtable

**Roundtable 6: Furthering Your Target Accounts and Building Thought Leadership**
• Check in on homework and progress since the last roundtable
• Dive deeper into **developing target accounts** and ways to learn more about them and create a strategy for pursuit
• **Learn how to leverage relationships** when meeting target account prospects and **methods for staying in communication** after the first meeting
• **Explore a best practice** for tracking your target account activities
• **Discuss ways to** build rainmaking into your team’s culture
• **Identify strategies for building thought leadership** in the areas you most want to be known for
• Share participant take-aways and agree on next steps following program completion