ConvergenceCoaching, LLC
Rainmaker Development Program® (RDP) Curriculum

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:
    - **Qualifying your sales opportunities** based on true need, timing, budget and decision-making process
    - **Exploring best practices in developing the scope and pricing** for your opportunities
    - **Preparing your proposal and identifying your firm's value proposition** to your prospect's problems that addresses their needs
    - **Unique characteristics of responding to RFPs**
    - **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:
    - Preparing for and handling objections as they arise
    - Asking for commitment and choosing a closing approach that works for you
    - Next steps after an engagement has closed
    - 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

