

## How To Become A Rainmaker

This national bestseller is a lively and practical guide on how to sell anything and achieve long-term success in business. Ryan Serhant was a shy, jobless hand model when he entered the real estate business in 2008 at a time the country was on the verge of economic collapse. Just nine years later, he has emerged as one of the top realtors in the world and an authority on the art of selling. *Sell It Like Serhant* is a smart, at times hilarious, and always essential playbook to build confidence, generate results, and sell just about anything. You'll find tips like: The Seven Stages of Selling How to Find Your Hook; Negotiating Like A BOSS; How to Be a Time Manager, Not a Time Stealer; and much more! Through useful lessons, lively stories, and vivid examples, this book shows you how to employ Serhant's principles to increase profits and achieve success. Your measure of a good day will no longer depend on one deal or one client, wondering what comes next; the next deal is already happening. And Serhant's practical guidance will show you how to juggle multiple deals at once and close all of them EVERY. SINGLE. TIME. Whatever your business or expertise, *Sell It Like Serhant* will make anyone a master at sales. Ready, set, GO! *Sell It Like Serhant* is a USA Today Bestseller, Los Angeles Times Bestseller, and Wall Street Journal Bestseller.

In *Secrets of Great Rainmakers*, you'll learn how to outsmart the competition and set yourself apart from the pack. In over 50 interviews with industry leaders from a wide variety of fields, bestselling author Jeffrey J. Fox will share the proven techniques and hard-won wisdom that have helped great rainmakers get ahead, along with his trademark brand of counterintuitive insight and commentary that have made his books so popular.

With more than 600,000 books in print, nationally bestselling author Jeffrey Fox is back to 'outfox the competition'--this time with counterintuitive advice on how to become a marketing genius. In his four previous bestselling business books, Jeffrey Fox has helped readers land great jobs and rise to the top of their professions. Now he turns his contrarian eye to marketing through brand building and innovation. Fox's advice is delivered in snappy, to-the-point chapters that zero in on his creative--and often counterintuitive--advice and features such unforgettable fundamentals as: Make a big splash, instead of a lot of little ripples Always have a pipeline to the president Own a market, not a mill The long and short definitions of marketing There are also provocative 'Instant Marketing Superstar' challenges throughout the book, offering the reader a chance to solve real business problems. In a time of corporate budget cuts, it's more important than ever for all employees to be creative marketers. *How to Become a Marketing Superstar* is certain to find a place on the shelves of anyone who wants to increase sales in a competitive marketplace.

An "entertaining" look at the psychology and neuroscience behind the act of influencing others (Kirkus Reviews). People try to persuade us every day. From the news to the Internet to coworkers and family, everyone and everything wants to influence our thoughts in some way. And in turn, we hope to persuade others. Understanding the dynamics of persuasion can help us to achieve our own goals—and resist being manipulated by those who don't necessarily have our best interests at heart. Psychologist Kevin Dutton has identified a powerful strain of immediate, instinctual persuasion, a method of influence that allows people to disarm skepticism, win arguments, and close deals. With a combination of astute methods and in-depth research in the fields of psychology and neuroscience, Dutton's fascinating and provocative book: Introduces the natural super-persuaders in our midst: Buddhist monks, magicians, advertisers, con men, hostage negotiators, and even psychopaths. Reveals which hidden pathways in the brain lead us to believe something even when we know it's not true. Explains how group dynamics can make us more tolerant or deepen our extremism. Illuminates the five elements of SPICE (simplicity, perceived self-interest, incongruity, confidence, and empathy) for instantly effective persuasion. "[Split-Second Persuasion] offers some powerful insights into the art and science of getting people to do what you want." —New Scientist

The New York Times bestselling first novel in the Bone Season series, an epic fantasy about a young woman fighting to use her powers and stay alive in an England entirely different from our own. In 2059, Scion has taken over most of the world's cities, promising safety for all the citizens it deems worthy and wiping out clairvoyants wherever it can find them. Paige Mahoney, though, is a clairvoyant--and a criminal just for existing. Paige is determined to fight Scion's power, and as part of the Seven Seals, Paige has found a use for her powers: she scouts for information by breaking into others' minds as they dream. But when Paige is captured and arrested, she encounters a power more sinister even than Scion. The voyant prison is a separate city, controlled by a powerful, otherworldly race. These creatures, the Rephaim, value the voyants highly--as soldiers in their army. Paige is assigned to a Rephaite keeper, Warden, who will be in charge of her care and training. He is her master. Her natural enemy. But if she wants to regain her freedom, Paige will have to learn something of his mind and his own mysterious motives. *The Bone Season* introduces a compelling heroine--a young woman learning to harness her powers in a world where everything has been taken from her. It also introduces an extraordinary young writer, with huge ambition and a teeming imagination. Samantha Shannon has created a bold new reality in this riveting debut.

A re-titled, repackaged edition of a modern classic in career-building With business bestsellers like *How to Become CEO*, Jeffrey Fox is unsurpassed when it comes to empowering readers to gain the edge on the competition. But before you can run the company, you have to get your foot in the door -- and in *How to Land Your Dream Job*, a repackaged, re-titled edition of *Don't Send a Resume*, Fox shows how to do exactly that, with invaluable, often counterintuitive advice like: -Why resumes don't sell -Skip the personnel department -How to research a target company -Be a fish out of water -No one cares what you like -Ask to do a demonstration -Don't talk in an interview -"I" is a bad word.

*Make Rain* is a business book that helps salespeople, professionals and entrepreneurs sell more in a shorter space of time. The book looks at the mindset and practice of Rainmakers, the top 20 percent of individuals who seem to bring in the lion's share of the revenue into the firms they work for. *Make Rain* is split into 180 unique insights into how the Rainmakers do it. Each insight is designed to challenge and encourage the reader to change their thought patterns and habits in order to be successful in business and in life. "This book fills a gap in the crowded library of books on sales. It is very different from all the other books and in many ways it is also much better. *Make Rain* is a collection of short one and a half page inspirational messages. Each message can stand alone, so the reader will get value already after the first couple of pages. The value of the book simply accumulates as you turn each page. No other book in my library of books on sales can make such a claim! *Make Rain* is a great book to have with you everywhere. You can use any break in the day to consume a message or two, but do yourself a favour and think carefully about the messages you read. Each of the messages actually has the potential to change your life - for the better." Hans Peter Bech, Author of the Amazon #1 bestseller

### Building Successful Partner Channels.

Ever dream of starting your own business? According to USA Today, more than 47 million people want to own their own businesses and over 20 million actually do. In *How to Make Big Money in Your Own Small Business*, bestselling business author Jeffrey Fox offers sound rules to succeeding in small business, whether you're running a bookstore, consulting business, or restaurant. In short chapters that range from administration and cash flow to marketing and hiring, Fox reminds entrepreneurs what's important and what's not, what makes a business succeed, and what causes it to fail.

From the author of *Driving Sales*, *The Drive to 30*, and *The Unfair Advantage* comes a straightforward, powerful guide for desk managers ready to become rainmakers. Most desk managers believe that printing out a four square or saying "No" to a salesperson on a proposed deal makes them a strong team member. In reality, what makes a great desk manager is the ability to be a rainmaker. If you've wondered what it takes to grow a dealership without all the fancy advertising and gimmicks and why your role as desk manager is critically important, this comprehensive pocket guide is for you. You will discover: What it takes to be the strongest strategy player possible How to encourage a shared mindset among your sales professionals Common desk manager pitfalls (and how to avoid them completely) The most effective way to conduct a proper turn Ways to make the most of your service bay Powerful ways to present a deal to the lender Six practical ways to find great deals (where you haven't thought to look!) If you want to maximize your sales while helping your people grow, it's time for you to become a rainmaker.

This book is a complete encyclopedia of business development training techniques, indispensable advice for law firm management, partners, and associates looking to successfully bring in clients

You are a successful entrepreneur with a brain for business, but you're indecisive about marketing and need a guide that will help your company distinguish itself, inspire customer loyalty and increase profits. *Marketing for Rainmakers: 52 Rules of Engagement to Attract and Retain Customers for Life* presents practical concepts, helpful tips and real-life examples to help you take your business to the next level with marketing that focuses on the customers' needs. Fifty-two business-building ideas will inspire you to take immediate action and develop a marketing mindset.

What's the secret to being indispensable—a true go-to person—in today's workplace? With new technology, constant change and uncertainty, and far-flung virtual teams, getting things done at work is tougher and more complex than ever. We're in the midst of a collaboration revolution, working with everyone, all the time, across silos and platforms. But sometimes it feels like we're stuck in a no-win cycle—dealing with an overwhelming influx of asks, with unclear lines of communication and authority. Overcommitment syndrome looms larger than ever before. But even amid the seeming chaos, there's always that indispensable go-to person who thrives on their many working relationships with people all over the organization chart. How do they do it? Go-to people consistently make themselves valuable to others, maintain a positive attitude of service, are creative and tenacious, and take personal responsibility for getting the right things done. In this game-changing yet practical book, talent guru and bestselling author Bruce Tulgan reveals the secrets of the go-to person in our new world of work. Based on an intensive study of people at all levels, in all kinds of organizations, Tulgan shows how go-to people think and behave differently, building up their influence with others—not by trying to do everything for everybody but by doing the right things at the right times for the right reasons, regardless of whether they have the formal authority. This book will teach you to: Understand the peculiar mathematics of real influence Lead from wherever you are—up, down, sideways, and diagonal Know when to say "no" or "not yet," and how to say "yes" Keep getting better and better at working together And much more. *The Art of Being Indispensable at Work* is the new *How to Win Friends and Influence People* for an era in which the guardrails of traditional management have been pulled away.

Becoming a partner in a professional services firm is for many ambitious fee-earners the ultimate goal. But in this challenging industry, with long hours, high pressure and even higher expectations, how do you stand out from the crowd? How do you build the most effective relationships? And how do you find the time to do all of this and still have a fulfilling personal life? Now in its third edition, *How to Make Partner and Still Have a Life* equips individuals at the start of their career through to partner with the skills needed to reach and succeed at the leadership level. *How to Make Partner and Still Have a Life* details the expectations and realities of being a partner and outlines how you can continue to achieve once you have obtained the much-coveted role. This edition is updated with guidance on developing the right mindset for success and the importance of mentoring and sponsorship. There is a specific focus on women and BAME professionals and the challenges faced by individuals coming from non-traditional or under-represented backgrounds. Heather Townsend and Jo Larbie provide a guide to help you tackle common obstacles and work smarter - not harder - to reach the top. Start your journey to partnership and still have the time for a life outside of work.

RAIN is the first business parable written by bestselling business book author Jeffrey J. Fox. The parable follows a young New England paperboy, named Rain, as he learns the business of being in business and quickly becomes the best paperboy in town. Through a series of humorous poignant vignettes, Jeff illustrates forty "rainmaker" business lessons that can be applied to not only paperboys, but anyone in business and sales. Rain's time as a paperboy proves to be just as valuable as getting an MBA. As with Jossey-Bass' popular Lencioni business fables, the format for Rain includes an actionable business model at the end of the book with instant takeaways and practical advice.

It's summer in Memphis. The sweat is sticking to Rudy Baylor's shirt and creditors are nipping at his heels. Once he had aspirations of breezing through law school and punching his ticket to the good life. Now he doesn't have a job or a prayer...except for one: an insurance dispute that leaves a family devastated and opens the door for a lawsuit, if Rudy can find a way to file it. By the time Rudy gets to court, a heavyweight corporate defense team is there to meet him. And suddenly he's in over his head, plunged into a nightmare of lies and legal maneuverings. A case that started small is exploding into a thunderous million-dollar war of nerves, skill and outright violence--a fight that could cost one young lawyer his life, or turn him into the biggest rainmaker in the land.... BONUS: This edition includes an excerpt from John Grisham's *The Litigators*.

Rainmakers are the people who bring money into their organisations and this book is packed with hints and tips to pursue prospective customers and keep them.

Now Updated and with New Success Tips for Everyone, at Any Level! Vision, persistence, integrity, and respect for everyone in the workplace--these are all qualities of successful leaders. But

Jeffrey J. Fox, the founder of a marketing consulting company, also gives these tips: never write a nasty memo, skip all office parties, and overpay your people. These are a few of his key ways to climb the corporate ladder.

Daniel Suarez's New York Times bestselling debut high-tech thriller is "so frightening even the government has taken note" (Entertainment Weekly). Daemons: computer programs that silently run in the background, waiting for a specific event or time to execute. They power almost every service. They make our networked world possible. But they also make it vulnerable... When the obituary of legendary computer game architect Matthew Sobol appears online, a previously dormant daemon activates, initiating a chain of events that begins to unravel our interconnected world. This daemon reads news headlines, recruits human followers, and orders assassinations. With Sobol's secrets buried with him, and as new layers of his daemon are unleashed, it's up to Detective Peter Sebeck to stop a self-replicating virtual killer before it achieves its ultimate purpose—one that goes far beyond anything Sebeck could have imagined... Celebrated scientists Nicholas Christakis and James Fowler explain the amazing power of social networks and our profound influence on one another's lives. Your colleague's husband's sister can make you fat, even if you don't know her. A happy neighbor has more impact on your happiness than a happy spouse. These startling revelations of how much we truly influence one another are revealed in the studies of Dr. Christakis and Fowler, which have repeatedly made front-page news nationwide. In *Connected*, the authors explain why emotions are contagious, how health behaviors spread, why the rich get richer, even how we find and choose our partners. Intriguing and entertaining, *Connected* overturns the notion of the individual and provides a revolutionary paradigm—that social networks influence our ideas, emotions, health, relationships, behavior, politics, and much more. It will change the way we think about every aspect of our lives.

Every manager of a professional firm realizes that generating leads and landing new clients are critical components of any successful business venture. But transforming accountants, architects, attorneys, consultants, engineers, and other professionals into client-generators is not always easy to do. Divided into two comprehensive parts—The Rainmaker Model and The Elements of Rainmaking—*Creating Rainmakers* outlines all the steps you should take to turn your professional staff into a powerful team of sales winners. Filled with in-depth insight and practical advice, this book will show you how to: \* Generate leads \* Build a strong network of contacts \* Master a variety of sales techniques \* Develop capable successors to current rainmakers \* And much more Based on more than 100 interviews with the principals of professional firms, including many of today's preeminent rainmakers, this valuable guide has the information you need to help your company succeed.

Learn the new rules of real estate marketing! Old rule: Your website is all about you. New rule: Your website is all about the customer. Old rule: Online advertising will surpass offline advertising. New rule: Integrated offline and online advertising wins every time. Old rule: Delivering leads is the only job for a website. New rule: The best websites deliver leads and customer service. These are just some of the new rules of online marketing that you'll find in this helpful, hands-on guide. In the *REAL ESTATE RAINMAKER Guide to Online Marketing*, Dan Gooder Richard offers new solutions and proven ways to use the Internet to drive your real estate business. Whether you're a novice or a veteran real estate pro, you'll find all the cutting-edge online strategies you need to design and implement your own effective, profitable marketing strategy—with practical guidance on building a unique online brand with web domains, websites, and e-mail marketing strategies. Full of real-world examples and straightforward guidelines, the *REAL ESTATE RAINMAKER Guide to Online Marketing* will help you generate more leads and more business than you ever thought possible!

A powerful book presenting the 12 keys of business success and the 25 principles and practices of visionary business This transformative book has helped people all over the world to not only envision and create success but also build a truly visionary business: one that supports its employees, the community, and the environment. We meet Marc Allen's mentor Bernie, an unforgettable character who teaches Marc the ways of ethical and socially responsible business. Together they turn Marc's fledgling attempts at business into a thriving corporate success, founded on diverse principles of positive psychology, Eastern and Western spirituality, market savvy, and simple kindness. Marc finds that it's all too easy to fall prey to anxieties and negative beliefs when you set out to create your own business, especially if you are learning the details as you go. Fortunately, Bernie shows Marc the most important thing of all: how to transform his thinking and change his old beliefs. This essential inner work is one of the great keys Bernie gives Marc. Step by step, Marc learns everything necessary to create the business of his dreams. *Start with No* offers a contrarian, counterintuitive system for negotiating any kind of deal in any kind of situation—the purchase of a new house, a multimillion-dollar business deal, or where to take the kids for dinner. Think a win-win solution is the best way to make the deal? Think again. For years now, win-win has been the paradigm for business negotiation. But today, win-win is just the seductive mantra used by the toughest negotiators to get the other side to compromise unnecessarily, early, and often. Win-win negotiations play to your emotions and take advantage of your instinct and desire to make the deal. *Start with No* introduces a system of decision-based negotiation that teaches you how to understand and control these emotions. It teaches you how to ignore the siren call of the final result, which you can't really control, and how to focus instead on the activities and behavior that you can and must control in order to successfully negotiate with the pros. The best negotiators: \* aren't interested in "yes"—they prefer "no" \* never, ever rush to close, but always let the other side feel comfortable and secure \* are never needy; they take advantage of the other party's neediness \* create a "blank slate" to ensure they ask questions and listen to the answers, to make sure they have no assumptions and expectations \* always have a mission and purpose that guides their decisions \* don't send so much as an e-mail without an agenda for what they want to accomplish \* know the four "budgets" for themselves and for the other side: time, energy, money, and emotion \* never waste time with people who don't really make the decision *Start with No* is full of dozens of business as well as personal stories illustrating each point of the system. It will change your life as a negotiator. If you put to good use the principles and practices revealed here, you will become an immeasurably better negotiator.

Now Updated and with New Success Tips! The Great Boss Simple Success Formula: Companies Do What the Boss Does Groom 'Em, or Broom 'Em Hire Slow, Fire Fast Don't Be Tired The Rule of the Ds Delegate Down, Down, Down Don't Hire a Dog and Bark Yourself Don't Shoot from the Lip Never Be Little, Never Belittle Listen to Phonies, Fools, and Frauds Don't Check Expense Accounts "Quit" Is for Scrabble® It's Okay to Be Quirky Did you ever have a great boss? Everyone should have one, but not enough people do. If you're a boss, or hope to become

one, or have a less-than-great boss, then this is the book that could change your career--and your life. In times like these, being a great boss can be harder than ever. If you want surprising and useful advice on how to handle the tough stuff--from having to fire a long-time employee to being a new boss with a demoralized team--the stories, observations, and advice contained in this gem of a book will set your feet in the right direction. And if you just want advice on living up to the legend who preceded you in the job, or even ways to emulate someone who was a great boss to you, Jeffrey Fox has gathered anecdotes from some of the mightiest and most respected bosses in America. The bestselling author who brought you *How to Become CEO* and *How to Become a Rainmaker* knows the territory about which he speaks. Fox is the master of the counterintuitive angle. For every boss who has implied "I know what's best, that's why I'm the boss," Fox counsels, "Listen to Phonies, Fools, and Frauds" and "Don't Check Expense Accounts." His stories from bosses who have cared equally for employees' lives and the bottom line will inspire you to see that profit counts, but so do camaraderie, motivation, and a great place to work. In a time of considerable corporate downsizing, it's more important than ever for bosses to surround themselves with motivated employees. Jeffrey Fox's *How to Become a Great Boss* will have a place on the shelves of top brass everywhere who want to remain leaders of their pack. If the process of buying and selling makes the world go round, then why does it have such a lousy reputation? Customers are wary of those who come selling, and salespeople have become embarrassed by their roles. Reversing this trend means adopting a new mindset, different processes, and fresh disciplines. In *Championship Selling*, three of North America's most respected sales leaders offer a powerful, yet remarkably simple, vision of what it means to sell, as well as innovative techniques and tools for establishing mutually productive relationships with customers. Most selling today is the same as it has always been — transactional. That is, the salesperson tries everything to get a foot in the door, follow their own agenda, close the deal and move on. However, transformational selling focuses on listening to, and working with, the customer to build enduring relationships that are valuable to both parties, and last far beyond the first transaction. *Championship Selling* portrays sales as a complex, vital, ongoing process, and outlines techniques and exercises to help salespeople, and their companies, evolve from a transactional mentality to a transformational one, for better long-term results. Praise for *Championship Selling* "Every business leader and sales professional will benefit from *Championship Selling*." —Jeffrey J. Fox, bestselling author of *How to Become a Rainmaker* "*Championship Selling* provides a comprehensive framework for individuals and entire companies to build lasting value. Read this book if you don't want to be left behind." —Mike Charette, Vice President Customer Development - Wal-Mart, Johnson & Johnson "*Championship Selling* will help you see the customer in a refreshing new light." —Tom Greco, Senior Vice President Sales, Frito-Lay North America "Forget books on getting the customer to see it your way. *Championship Selling* tells you something much more valuable: how to see it the customer's way." —George Cooke, CEO, Dominion of Canada General Insurance "The concepts in *Championship Selling* speak directly to the shift companies need to adopt if they want to position themselves for success in today's environment." —Steve Fox, Senior Vice President Customer Business Development, Nestlé "Sales leaders of the future will need to become customer general managers. *Championship Selling* will get them on the right road – fast." —Tom Muccio, former President Global Customer Teams, Procter & Gamble "You'll never look at customers the same way again." —Tim Boissinot, Executive Vice President, Quebecor "*Championship Selling* gives you the tools to create enduring, sustainable value. If you want a leadership edge, this is the book to get." —Kevin Cashman, CEO, LeaderSource and bestselling author of *Leadership from the Inside Out*

Thousands of business books are published every year— Here are the best of the best After years of reading, evaluating, and selling business books, Jack Covert and Todd Sattersten are among the most respected experts on the category. Now they have chosen and reviewed the one hundred best business titles of all time—the ones that deliver the biggest payoff for today's busy readers. *The 100 Best Business Books of All Time* puts each book in context so that readers can quickly find solutions to the problems they face, such as how best to spend The First 90 Days in a new job or how to take their company from Good to Great. Many of the choices are surprising—you'll find reviews of *Moneyball* and *Orbiting the Giant Hairball*, but not Jack Welch's memoir. At the end of each review, Jack and Todd direct readers to other books both inside and outside *The 100 Best*. And sprinkled throughout are sidebars taking the reader beyond business books, suggesting movies, novels, and even children's books that offer equally relevant insights. This guide will appeal to anyone, from entry-level to CEO, who wants to cut through the clutter and discover the brilliant books that are truly worth their investment of time and money.

*Don't Send A CV* is all about getting the perfect job by flagrantly disregarding the conventional job-seeking methods and, instead, going for the prize position by being dynamic, daring and displaying all the winning attributes of the person everyone needs in their company. Bestselling author Jeffrey J Fox teaches you how to act like a business supremo with excellent insider advice, from how to give the best impression over a lunch interview - 'You are not there to eat!' - to how to sell yourself as an 'impact player' in a brief but selling letter - '...get your hands dirty, pick up a shovel and start shoveling to demonstrate your ability to impact that company'. The winning strategies of *Don't Send A CV* include: -CV's don't sell, so learn how to market yourself -Don't ask for directions, tell them how you'll do it -Make a big splash, not lots of ripples -Don't talk in an interview - answer, ask, listen and sell With clear steps from how to find and research your ideal company, calculate your worth, preplan an interview and learn the 'jobseekers' glossary', this is an uplifting book that can help readers get back in the game with a head start.

The bestselling author of *How to Become CEO* returns with a pithy, smart, and useful collection of wisdom learned by business leaders at their own family dinners. Do you want to get to the top? Do you want to know how to rise above the crowd and become a leader in your field? Then this is the book for you. In *How to Get to the Top*, bestselling author Jeffrey J. Fox combines his own experience as an extremely successful entrepreneur with lessons learned at the family dinner table by business leaders such as Howard Schultz, CEO of Starbucks; Tom Chappell, founder of Tom's of Maine; Leslie Blodgett, CEO of Bare Escentuals; and George Steinbrenner, principal owner of the New York Yankees. The essential guide on how to get to the top--and stay there--this compelling book contains hard-hitting advice on independence and self-reliance, management dynamics, and problem solving, including: You can't sour the milk. Speak sweetly: You may have to eat your words. Tip as if you were the tippee. Act like you own the place. You have to know the rules to break them. Never be late. Always compliment the chef . . . especially at home. Teach your girls to whistle. Spend the company's money as you would your own. Don't teach the quarterback to catch.

RAINMAKERS...the top producers in the sales profession are a different breed. Or are they? Today's ambitious salespeople continually ask themselves - 'How can I reach the highest levels as a professional salesperson? What does it take to be at the top? What does it take to consistently produce, to be seen by both customers and peers as trusted advisors who bring in BIG business year after year? Carlos Quintero and Nancy Sutherland have spent years researching and consulting with thousands of sales professionals. Their new book "*RAINMAKER Making the Leap from Salesperson to Sales Catalyst*" discloses the top practices of superior producers - the people who genuinely make a difference to their customers and have the results to prove it. This easy-to-read book reveals that these practices can be learned by anyone who is willing to put in the effort. Told in an engaging story format, readers follow 'average' salesperson Ryan as he seeks to transform - to become a top producer with the help of a coach and his sales professional peers. Endorsers are calling the book 'a game changer,' 'brilliant,' 'a book that un-mumbles the mumbo-jumbo,' 'a hands-on secret-sauce recipe for success.' With a Foreword written by Home Depot co-founder and salesperson extraordinaire Bernie Marcus, *RAINMAKER* will challenge you as a salesperson to higher levels of performance. Or, if you are a dedicated sales coach, it

will give you the blueprint to 'raise the bar' for yourself and your sales team. This book can change your life as a sales pro.

The real-world guide to selling your services and bringing in business *How Clients Buy* is the much-needed guide to selling your services. If you're one of the millions of people whose skills are the 'product,' you know that you cannot be successful unless you bring in clients. The problem is, you're trained to do your job—not sell it. No matter how great you may be at your actual role, you likely feel a bit lost, hesitant, or 'behind' when it comes to courting clients, an unfamiliar territory where you're never quite sure of the line between under- and over-selling. This book comes to the rescue with real, practical advice for selling what you do. You'll have to unlearn everything you know about sales, but then you'll learn new skills that will help you make connections, develop rapport, create interest, earn trust, and turn prospects into clients. Business development is critical to your personal success, and your skills in this area will dictate the course of your career. This invaluable guide gives you a set of real-world best practices that can help you become the rainmaker you want to be. Get the word out and make productive connections Drop the fear of self-promotion and advertise your accomplishments Earn potential clients' trust to build a lasting relationship Scrap the sales pitch in favor of honesty, positivity, and value Working in the consulting and professional services fields comes with difficulties not encountered by those who sell tangible products. Services are often under-valued, and become among the first things to go when budgets get tight. It is now harder than ever to sell professional services, so your game must be on-point if you hope to out-compete the field. *How Clients Buy* shows you how to level up and start winning the client list of your dreams.

The online economy offers challenges to traditional businesses as well as incredible opportunities. Chris Anderson makes the compelling case that in many instances businesses can succeed best by giving away more than they charge for. Known as "Freemium," this combination of free and paid is emerging as one of the most powerful digital business models. In *Free*, Chris Anderson explores this radical idea for the new global economy and demonstrates how it can be harnessed for the benefit of consumers and businesses alike. In the twenty-first century, Free is more than just a promotional gimmick: It's a business strategy that is essential to a company's successful future. Download the audiobook of *Free* for free! Details inside the book.

Filled with smart tips given in the Fox signature style, counter-intuitive, controversial, and practiced, this hard-hitting collection of sales advice shows readers how to woo, pursue, and finally win any customer. In witty, succinct chapters, Fox offers surprising, daring, and totally practical wisdom that will help readers rise above the competition in any company in any field. A terrific resource for CEOs, as well as anyone looking to distinguish themselves in sales be it books, cars, or real estate *How to Become a Rainmaker* offers the opportunity to rise above the competition in any company, in any field.

*Conversations make or break everything in sales. Every conversation you have is an opportunity to find new prospects, win new customers, and increase sales. Rainmaking Conversations* provides a proven system for leading masterful conversations that fill the pipeline, secure new deals, and maximize the potential of your account. *Rainmaking Conversations* offers a research-based, field-tested, and practical selling approach that will help you master the art of the sales conversation. This proven system revolves around the acronym RAIN, which stands for Rapport, Aspirations and Afflictions, Impact, and New Reality. You'll learn how to ask your prospects and clients the right questions, and help them set the agenda for success. Armed with the knowledge of the markets you serve, the common needs of prospects, and how your products and services can help, you can become a trusted advisor to your clients during and after the sale. With the RAIN system, you'll be able to: Build rapport and trust from the first contact Create conversations with prospects, referral sources, and clients using the telephone, email, and mail Uncover the real need behind client challenges Make the case for improved business impact and return on investment (ROI) for your prospects Understand and communicate your value proposition Apply the 16 principles of influence in sales Overcome and prevent all types of objections, including money Craft profitable solutions and close the deal The world-class RAIN SellingSM methodology has helped tens of thousands of people lead powerful sales conversations and achieve breakthrough sales performance. Start bridging the gap between "hello" and profitable relationships today.

*Rainmaking Made Simple: What Every Professional Must Know* is the definitive how-to guide for professionals on growing their business. It demystifies the process of building client relationships, making it simple to grasp, retain, and put into practice.

For salespeople tired of feeling stressed out, burned out, and bummed out that their customers don't want to hear from them, *A Mind for Sales* is the guide they need to develop a success mindset and the habits required to breakthrough to a whole new level of sales performance. Everybody knows the world of sales can be tough, and it's easy to get discouraged when the rejections start piling up, and your customers stop picking up the phone. The wrong thought patterns can start to set in, and pretty soon you aren't making your quota and are looking through job listings on your lunch break, waiting for the axe to fall. Mark Hunter's own start in sales was inauspicious, to say the least. He was fired from his first two stints before he began to learn the lessons that he covers in *A Mind for Sales*. He discovered that sales can be incredibly rewarding, such as when your customers call you for advice, thanking you for improving their business, and letting you know they just referred you to colleagues. The difference is simply developing mindset and momentum habits. The good news is that you can learn how to grow a mind for sales like Hunter's: "Today, sales is my life. It has gone way past being a job. I do not even see sales as a profession anymore; it is a lifestyle, and one I am proud to be living. I cannot imagine doing anything else." Let *A Mind for Sales* inspire and prepare you to form the new thoughts and habits you need to succeed and to realize the incredible rewards that a successful life in sales makes possible. Feel reenergized by renewed purpose and success in your sales role by following the success cycle approach outlined in the book. Receive practical strategies on how to change your mindset and succeed in sales. Learn the daily habits needed to maximize productivity and make hitting the ground running strategy #1. Gain real-world insights from Hunter's vast experience as a highly successful sales professional and sales coach.

There is a way to promote your business without being forced into stressful sales formulas. You can increase sales and still be authentic to who you are. If you are tired of "selling yourself," if you don't know how to grow your business, if you're not sure how to consistently increase revenue, then this book will be your guide to doing all of that and--in your own natural way. In *Sell Without Being Salesy*, author and Fortune 500 executive coach Stephanie Wachman presents a practical guide for how to build your business by developing high-quality authentic relationships. She encourages professionals to abandon sales approaches that rely on manipulative, impersonal interactions. Instead, she

reveals how to strengthen business relationships by being fully engaged in every conversation and relating well. "Our relational abilities will set us apart from our competition," says Wachman. "The key is knowing how to build relationships." By reading this book, you will learn how to: Grow and sustain a strong network of business relationships Prepare for and participate in networking events with the right mindset Avoid a financial roller coaster by consistently investing time in business development Engage and grow your practice by developing your dormant, current, and potential clients You don't have to sell anything. You just have to be yourself, be relational, and look for ways to help others.

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