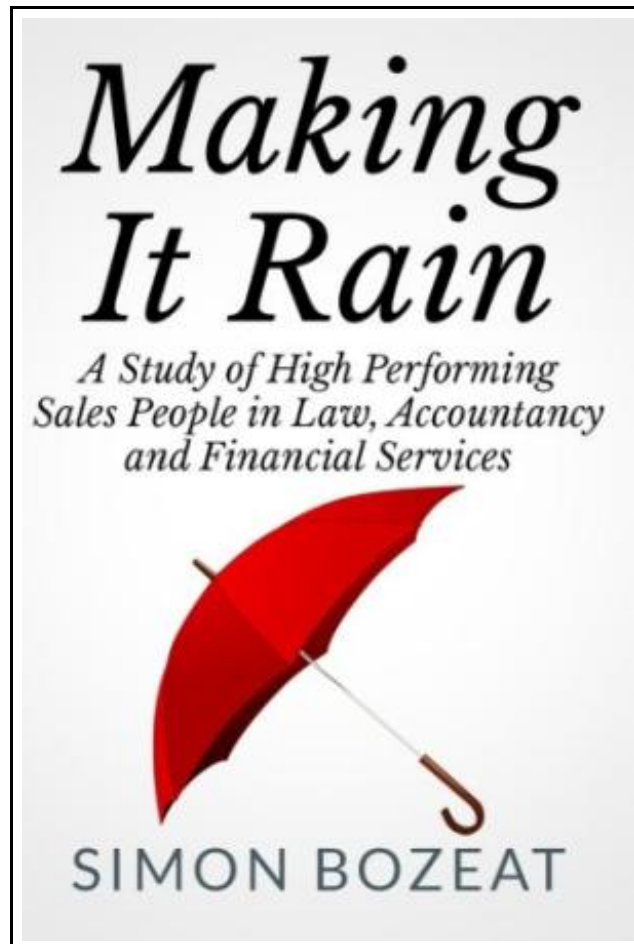


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


(Prof. Alvis Wuckert)

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Createspace. Paperback. Book Condition: New. This item is printed on demand. Paperback. 114 pages. Dimensions: 9.0in. x 6.0in. x 0.3in. Making it rain is the result of A 6 month study in the legal, accounting and financial services sector revealing answers to the question: What are the factors that both contribute to and inhibit sales success in professional services firms The world has changed and the most successful firms are changing with it. It is talking longer from contact to contract to secure sales. Everyone is looking to find ways to secure the next selling opportunity and fend off poachers of the existing customer base. These Rainmaker conversations form the basis of the research The book reveals 30 factors that professional services firms have to contend with, the reasons why they are issues and what they can do to address them. It addresses head on why you could be struggling with growing your business and paradoxically confirmation of why you might be doing so well. Who Should Read This Book Managing partners, Senior partners, Company Directors, Sales and marketing Executives HR executives Financial services executives Accountants Rainmakers Why should you read it For many years many people in professional services have relied on talent and reputation alone - now it simply is not enough - agility, speed, creativity are the watch words. This report says it as it is and provides some simple strategies to help your rainmakers to make it rain You Will Discover: A method of rapid analysis showing where your primary blockages to progress and what to do about it including: Management The structure of the business Marketing efforts Personell and partner mindset Exposing redundant beliefs about how professional services should be sold The role of HR and marketing support Ways of increasing influence and power Business networking...

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