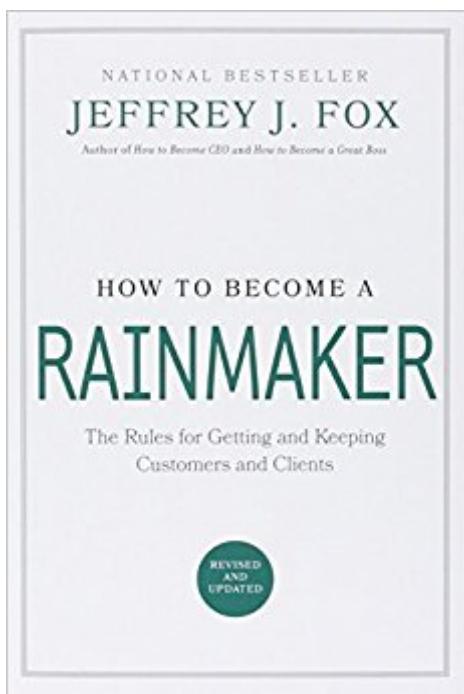


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# How To Become A Rainmaker: The Rules For Getting And Keeping Customers And Clients



## **Synopsis**

Now Updated and with New Success Tips! Rainmakers are not born. They are made. And Jeffrey Fox's powerful HOW TO BECOME A RAINMAKER will get you there. 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.

## **Book Information**

Hardcover: 192 pages

Publisher: Hachette Books; 1St Edition edition (May 17, 2000)

Language: English

ISBN-10: 0786865954

ISBN-13: 978-0786865956

Product Dimensions: 5 x 7.5 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 149 customer reviews

Best Sellers Rank: #42,253 in Books (See Top 100 in Books) #53 in Books > Business & Money > Marketing & Sales > Customer Service #174 in Books > Business & Money > Marketing & Sales > Sales & Selling #301 in Books > Business & Money > Skills > Communications

## **Customer Reviews**

This is an afternoon read, pure and simple. And chances are good that once readers accept Fox's hard-hitting yet commonsense approaches, they'll accept his sales process, which applies, by the way, to selling widgets, promoting intangible services, or selling yourself. Every one of the author's 50 two-page to four-page chapters contains just one nugget of information more than the preceding section, enough to keep the momentum and the attention. A sad story about the hazards of drinking coffee (it spilled--and the prospect was then distracted by a second crisis) is followed by a notice not to eat a major meal during a sales lunch, which is promptly followed by "no pen in the shirt pocket" advice. Fox's seemingly disparate hints and tips, in short, comprise a very logical and memorable way of rainmaking, and a short tome that will show anyone the how-tos. Barbara JacobsCopyright Â© American Library Association. All rights reserved

"the best book on selling I've seen. Period." -- Gerald Sindell, President, Publishing Consulting Services --This text refers to an out of print or unavailable edition of this title.

I bought this book on the recommendation of a friend, read it the afternoon it arrived, and now have reordered five copies to give to my grandchildren as they graduate from college. It is the best description of how to be successful in any type of activity that I have ever read. Whether it is a for profit business, a local charity or even in getting things accomplished at your church, you can benefit from this short book. Every organization needs a "rainmaker" ... not just to sell your product but to focus the entire effort on one goal. The book is organized in 2 and 3 page chapters or examples making it an easy read ... plus it is fun. No wonder it is considered one of the top 100 business books of all time. We hope to get Mr. Fox here for a meeting to share some of his success stories for our local community college. Ken Jones

Wow! This book totally exceeded my expectations! I highly recommend this for anyone who owns a business, is in sales, in a leadership position, or really is looking to have success in the corporate and/or marketing arena! As an entrepreneur, this book has certainly opened my eyes to a lot of do's and don'ts & has taught me very much. I am having much more success with my customers & my general people skills overall. This arrived on time & in perfect condition. Thank you!

I was disappointed at first when I received this book. It was too small and slim to be useful, I thought. Wrong! It's full of good ideas and timely reminders for anyone who makes their living from causing and fulfilling other people's buying decisions. As a consultant (rather than a product salesperson), some of the product-oriented advice wasn't applicable to my practice. The advice to "dollarize" customers' benefits are easier with "hard products" than they are with "soft services," but Fox does not address this challenge. Those issues aside, I like the short but intense style, with each of the chapters taking little more than 2-3 pages (500-750 words). I remember watching a friend of mine, an antiques dealer, work with a customer. I thought, "He forgot to ask killer sales question number..." letting the customer leave the store even after expressing specific interest in purchasing an item. The book's style allows one to easily remember snippets like the six "killer sales questions" (each with its own chapter). This is not a huckster's book, either. There's a heavy message of respect for the customer, fair dealing, not wasting time (yours OR your customer's), and attentiveness to the customer's wishes. Rainmakers thrive on relationships, not "quick kill" sales. Fox

also discusses this when addressing prospecting. He recommends prospecting a reasonably small number of targeted customers and investing time and effort in each one. Plan repeat contacts progressing toward a sale. Don't scatter your time and talents all over the board, mistaking effort for accomplishment. "Rainmaker" is a valuable addition to my consulting library, and its compact size will make it easy to carry along with me for inspiration and recollection.

My boss loves this book. I have several other Sales 'how-to' books that are much more detailed in their direction and instruction.

A lot of practical information. Easy to read and never pretentious. If you want a useful read about how to be better at sales, this book is a good buy.

Several tidbits of nice information. But lacked a discussion of alternatives and justifications.

Potentially useful

Easy read with compilation of dozens of sales and communications rules, techniques and guidelines ~ much of it "common sense" but arrangement and putting them all in one place for quick review and easy access is nice.

way too short. There aren't really many key takeaways which help improve sales experience. Just kind of your typical sales propaganda Koolaid pitches.

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