### DESCRIPTION

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.

ABOUT THE AUTHOR

FORD HARDING is the founder and President of Harding & Company, a firm that helps management consultants, public relations specialists, accountants, architects, attorneys, executive recruiters, and engineers win new clients. Prior to starting his own firm, he spent fifteen years with a consulting firm where he served on the executive committee and ran their Eastern Regional Office. Mr. Harding is the author of three books and often writes for such publications as the Harvard Business Review, The Wall Street Journal, and Consulting to Management.

To purchase this product, please visit https://www.wiley.com/en-us/9780471920731