



RAINMAKERS

GROWTH THROUGH RELATIONSHIPS

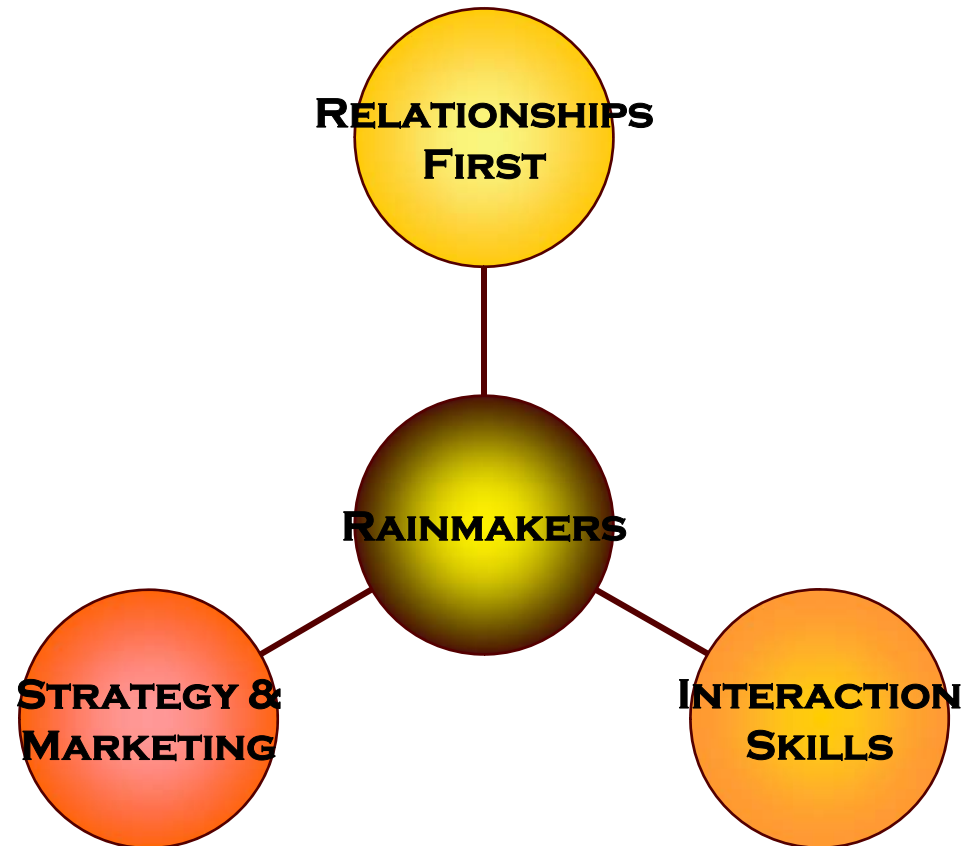
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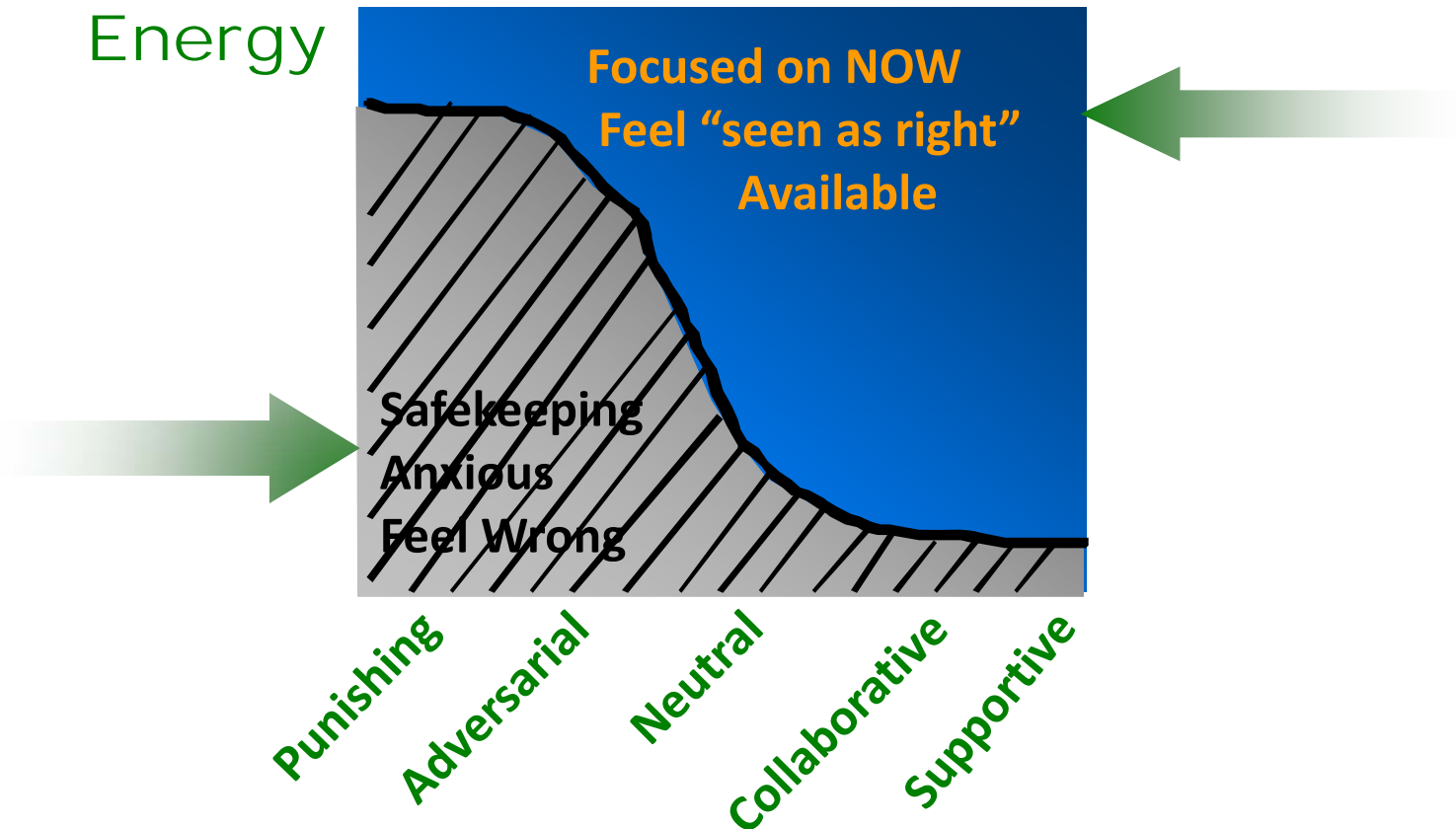
RAINMAKER'S AREAS OF FOCUS



RAINMAKERS	SALESPEOPLE
COLLABORATE	SELL
WARM INTRODUCTIONS & RELATIONSHIPS	NETWORKING
ELITE	CROWDED FIELD
WHO	WHAT
SOLUTIONS	SOLUTIONS THEY SELL
PASSION	CAPABILITY

**BEING A RAINMAKER IS ALL ABOUT
GENEROSITY, TRUST & RELATIONSHIPS**

FIELD AND ENERGY



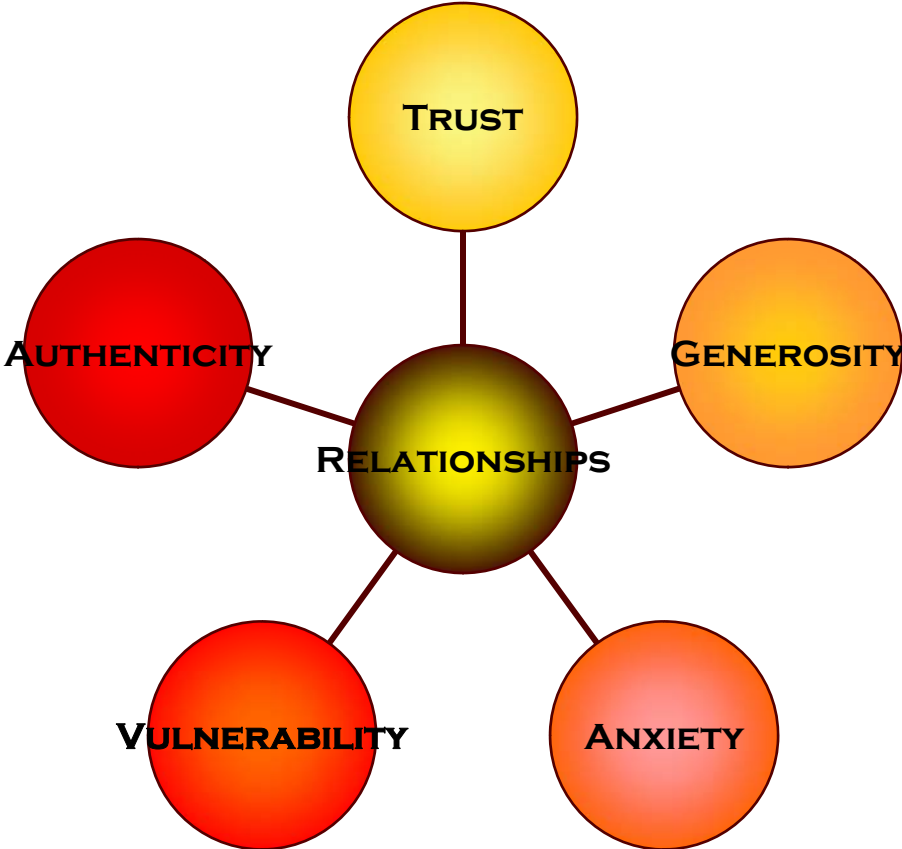
**"THERE IS A UNIVERSAL DRIVE FOR MEANINGFULNESS.
SAFETY IS FREEDOM FROM ANY THREAT TO MEANINGFULNESS."** GEORGE PRINCE

DEFINING RELATIONSHIPS



A HIERARCHY OF INTIMACY

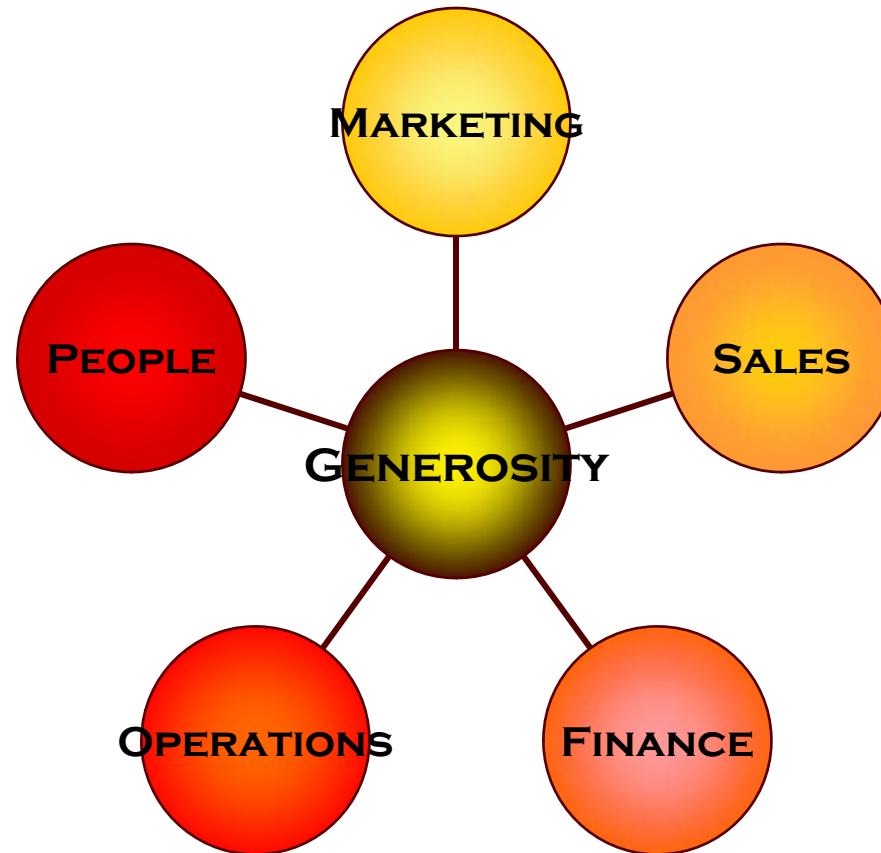
RELATIONSHIP CHARACTERISTICS



THE TRUST FORMULA

$$\text{TRUST} = f \frac{\text{EXPERIENCE} + \text{QUALITY OF COMMUNICATION}}{\text{RISK}}$$

BUSINESS SOLUTIONS



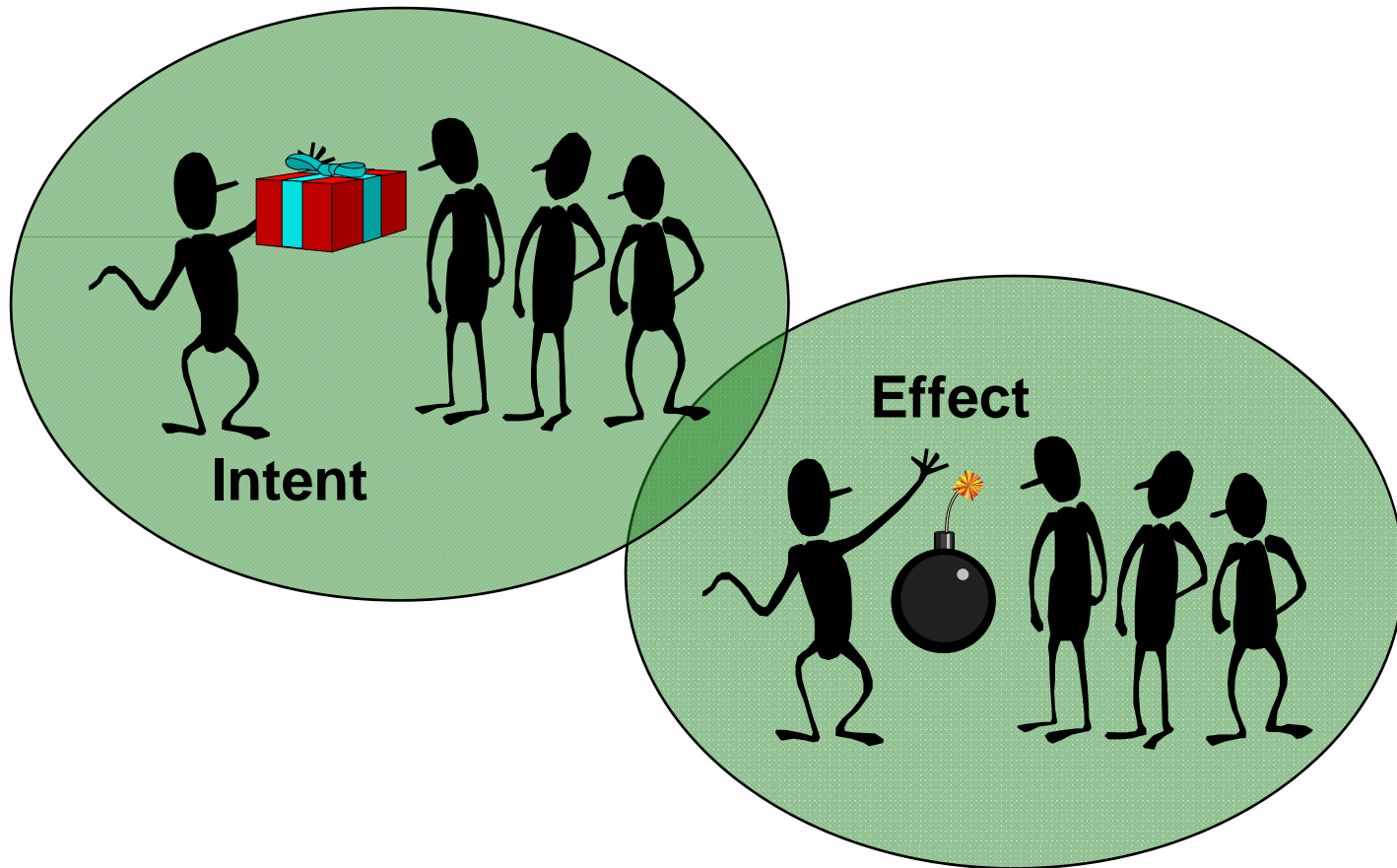
PERSONAL SOLUTIONS



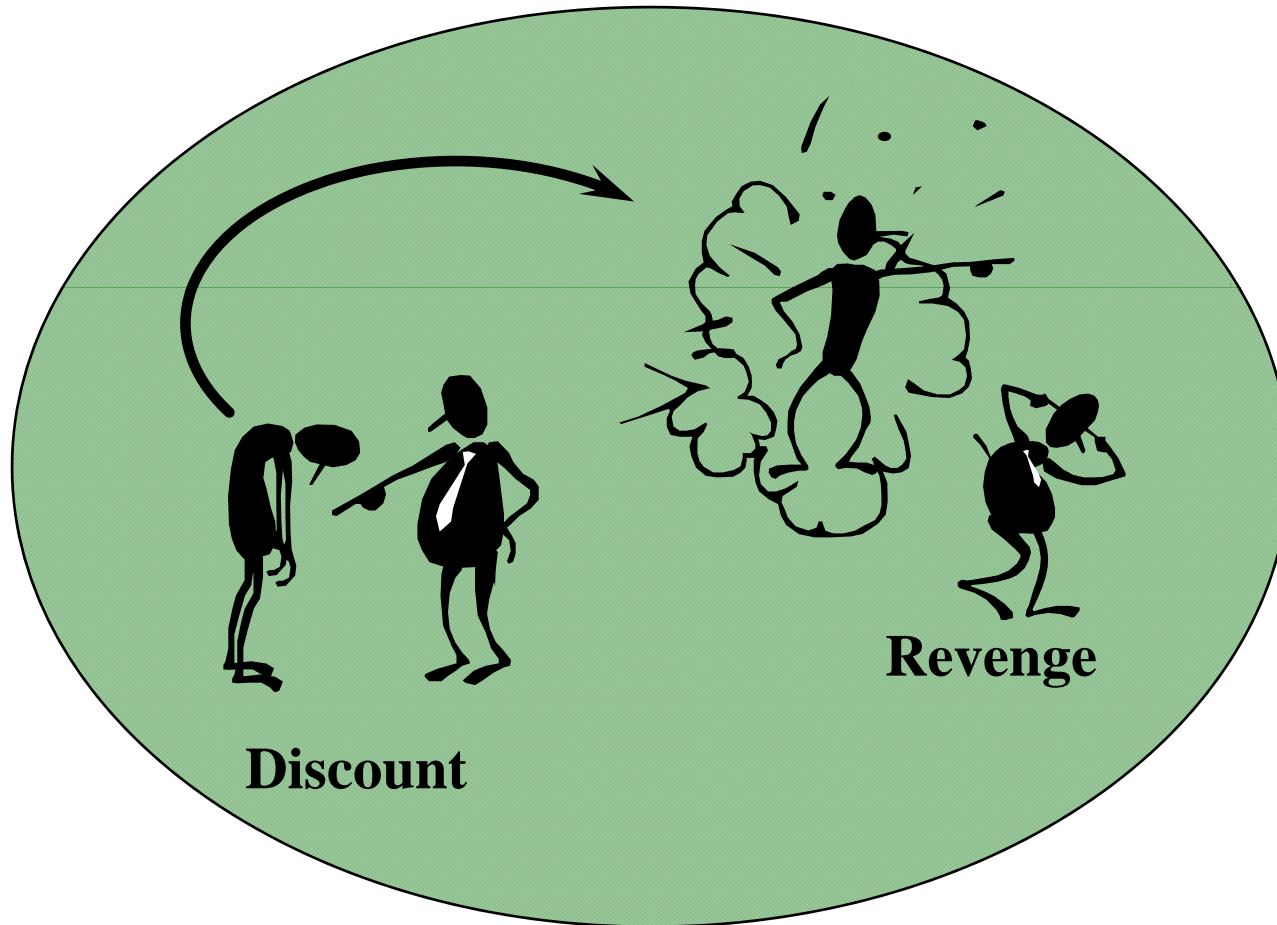


DO YOU KNOW WHAT I MEAN?

INTENT AND EFFECT

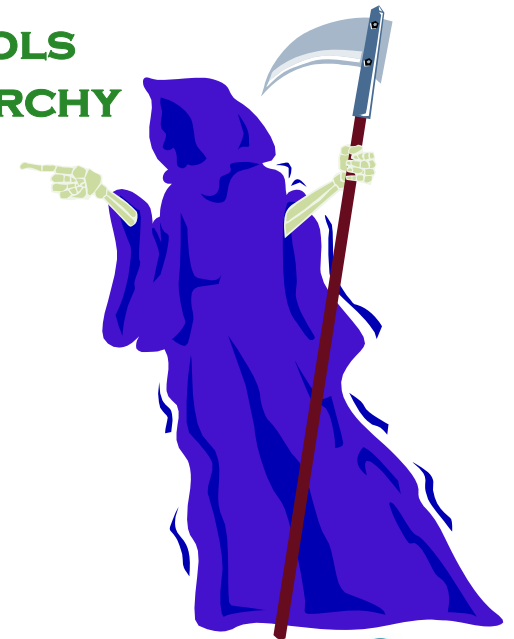


THE DISCOUNT REVENGE CYCLE

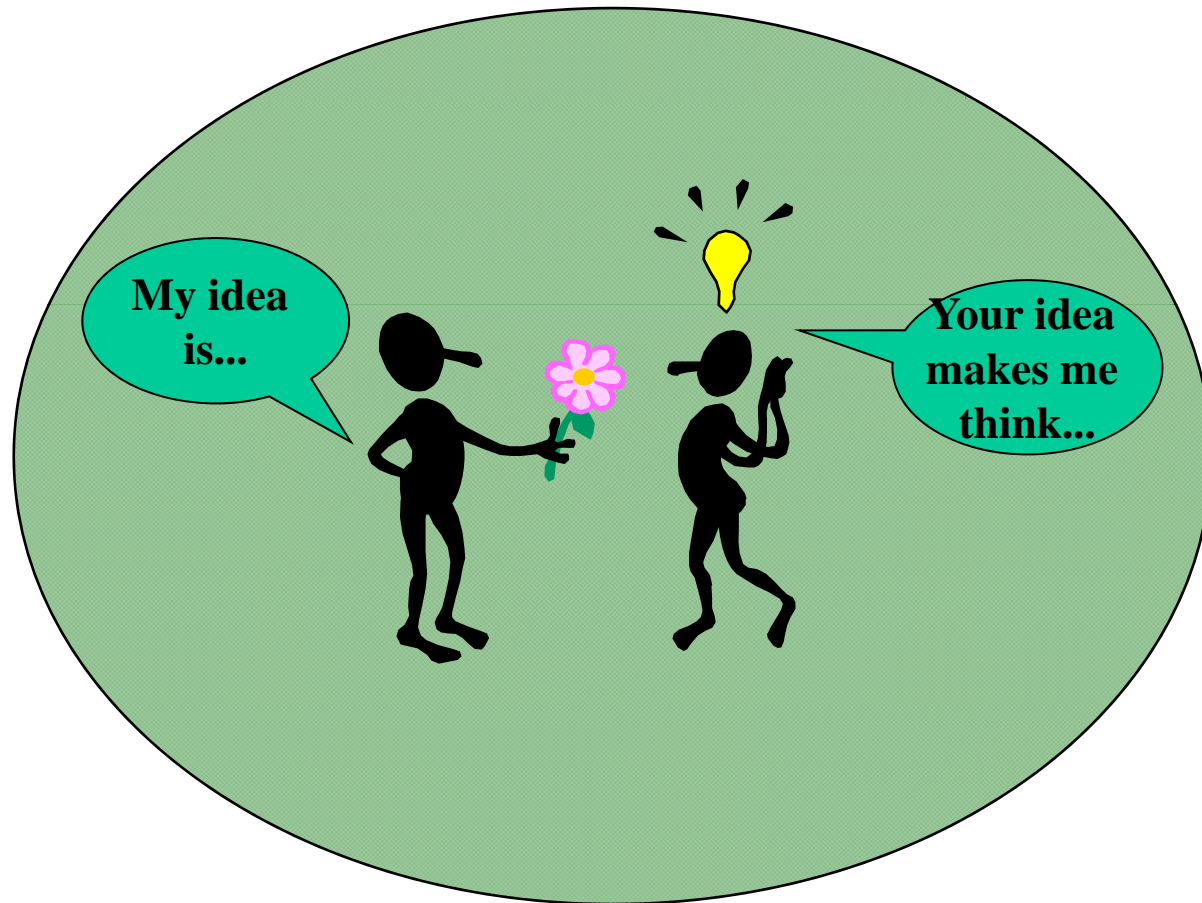


WAYS WE DISCOUNT OTHERS

- BE AUTHORITARIAN
- REQUIRE OBEDIENCE
- SHAME
- REPRESS
- MISTREAT/ABUSE
- LIE
- IGNORE
- NAG
- BOSS AROUND
- PERKS
- **CONTROL**
- COMPETE
- PUNISH SELF & OTHERS
- YOU/THEY LANGUAGE
- BLAME
- INSIST ON PRECISION ALWAYS
- THREATEN
- **REACT**
- LET PREJUDICE RULE
- INTERRUPT
- BE STRICT
- BE FORMAL
- USE STATUS SYMBOLS
- REINFORCE HIERARCHY
- **GIVE ADVICE**
- MAKE FUN OF
- DISCOUNT
- DOMINATE
- REJECT
- CORRECT



THE CREDIT-BUILD CYCLE



WAYS WE CONNECT WITH OTHERS

- RESPONSIBILITY FOR SELF
- ACCEPT
- TELL TRUTH W/OUT HURT
- IMAGE ALONG WITH
- NEGOTIATE DECISIONS
- HELP
- USE EMPATHY
- COLLABORATE
- DEAL AS EQUALS
- USE APPROXIMATE THINKING
- **INTERACT**
- CASUAL
- CONSULT
- SHARE LAUGHTER



- **LISTEN**
- SELF-DISCLOSE
- “I” LANGUAGE
- ACKNOWLEDGE
- TOLERANCE
- APPRECIATE
- **CREDIT**
- BUILD ON
- DIALOG
- TAKE TURNS
- COOPERATE
- SHARE
- BE FAIR
- PARAPHRASE
- GUESS & TEST

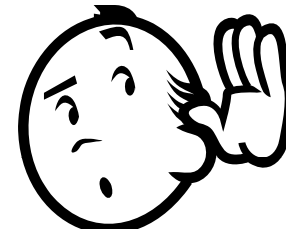
“When you deliberately decide to appreciate people they – and you – are transformed.” George Prince



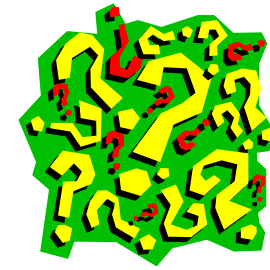
**DO YOU HEAR WHAT
I HEAR?**

LISTENING DEPENDS UPON CONTEXT AND MINDSET

- Listen to ABSORB/LEARN.
- Listen to JUDGE & FIND FLAWS.
- Listen to PROBLEM-SOLVE.
- Listen to UNDERSTAND/EMPATHIZE.
- Listen to BE COMPASSIONATE.
- Listen to MANAGE THE SITUATION (safekeep).



TYPES OF QUESTIONS



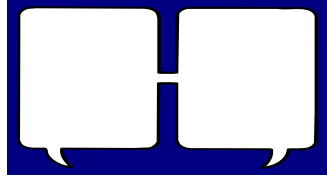
OPEN QUESTIONS: USEFUL FOR GATHERING INFORMATION AND OPENING THE MIND.

CLOSED QUESTIONS: USEFUL FOR ESTABLISHING FACTS, EVALUATION, AND CLOSURE.

LEADING QUESTIONS: USEFUL FOR PERSUADING TO DO SOMETHING THAT YOU HAVE JUDGED USEFUL, AND SHOULD BE USED WITH CARE.

LIMITING QUESTIONS: USEFUL FOR HELPING MAKE UP THEIR MIND. MOST USEFUL WHEN IT IS THEIR OPTIONS THEY ARE DECIDING, NOT OURS.

PROMPT QUESTIONS: USEFUL FOR DRAWING OUT THINKING AND GETTING TO THE CORE OF OTHER'S THOUGHTS AND FEELINGS.



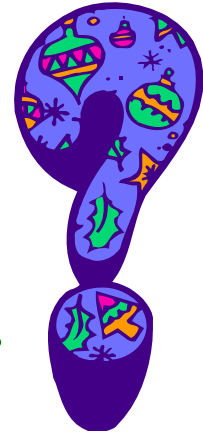
PARAPHRASING

- ▶ **POWERFUL COMMUNICATIONS TOOL**
- ▶ **LISTEN FOR AND SPEAK TO THE INTENT**
- ▶ **LIKE ENTERING SOMEONE'S MIND MAP**
- ▶ **IN YOUR OWN WORDS (NOT 'PARROT-PHRASE')**
- ▶ **"I HEAR YOU SAYING: _____. IS THAT RIGHT?"**

WHAT ARE SOME GOOD TIMES TO PARAPHRASE?

- ✓ To let someone know they're heard
- ✓ When you need to know if you heard right
- ✓ To help calm strong emotion
- ✓ To help someone sort out their thinking
- ✓ To reframe a discount
- ✓ When you're stymied
- ✓ Before proceeding to next step or final decision
- ✓ To restate a problem using "how to" language

“HOW TO...” LANGUAGE



- ✓ TRANSFORMS A CONCERN INTO A QUESTION.
- ✓ SHOWS THAT THE ISSUE CAN BE ADDRESSED.
- ✓ ESPECIALLY USEFUL WHEN PARAPHRASING ISSUES AND PROBLEMS
- ✓ ESPECIALLY USEFUL FOR SPEAKING TO THE INTENT YOU BELIEVE IS BEHIND AN ISSUE

MONETIZING RELATIONSHIPS

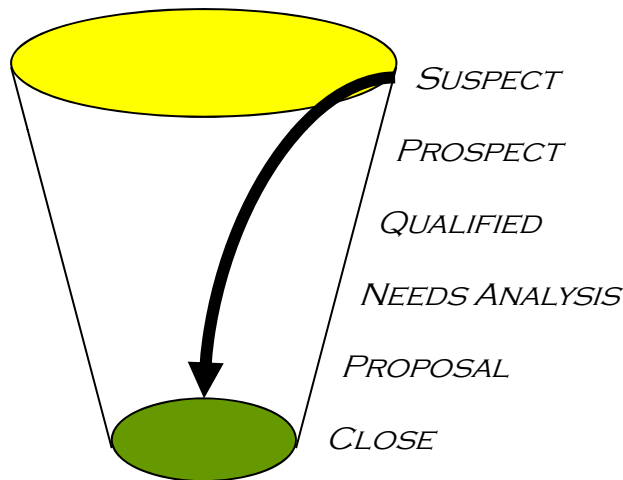
ENERGIZING REFERRALS

THE RAINMAKER'S SECRETS

1. FOCUS – WHO

2. TIME MANAGEMENT – ROI

OLD SCHOOL TRANSACTIONAL SELLING



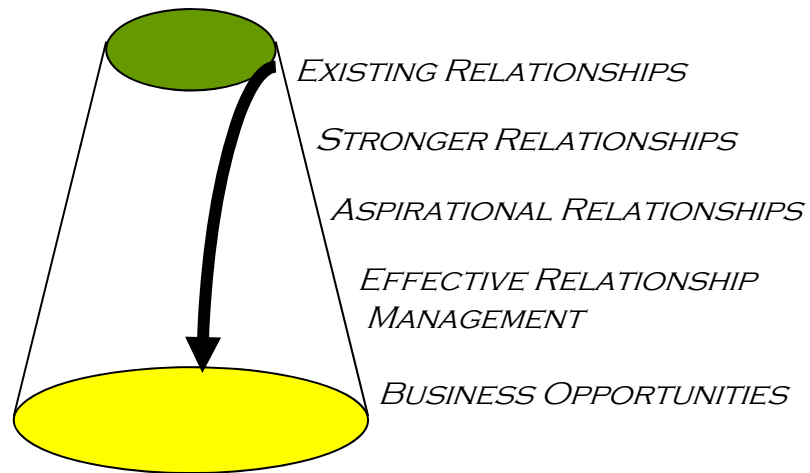
**SEGMENT THE MARKET AND
TURN SUSPECTS INTO
PROSPECTS**

**QUALIFY THEM AND DO A
NEEDS ANALYSIS**

**IF TIMING IS RIGHT, GIVE THEM A
PROPOSAL**

**COMPETE ON FEATURES AND
PRICE, AND OVERCOME
OBJECTIONS TO CLOSE**

RELATIONSHIPS - RAINMAKERS



**LEVERAGE RELATIONSHIPS TO
KNOW WHAT WORKS**

**STRENGTHEN RELATIONSHIPS
WITH GENEROSITY & INTIMACY**

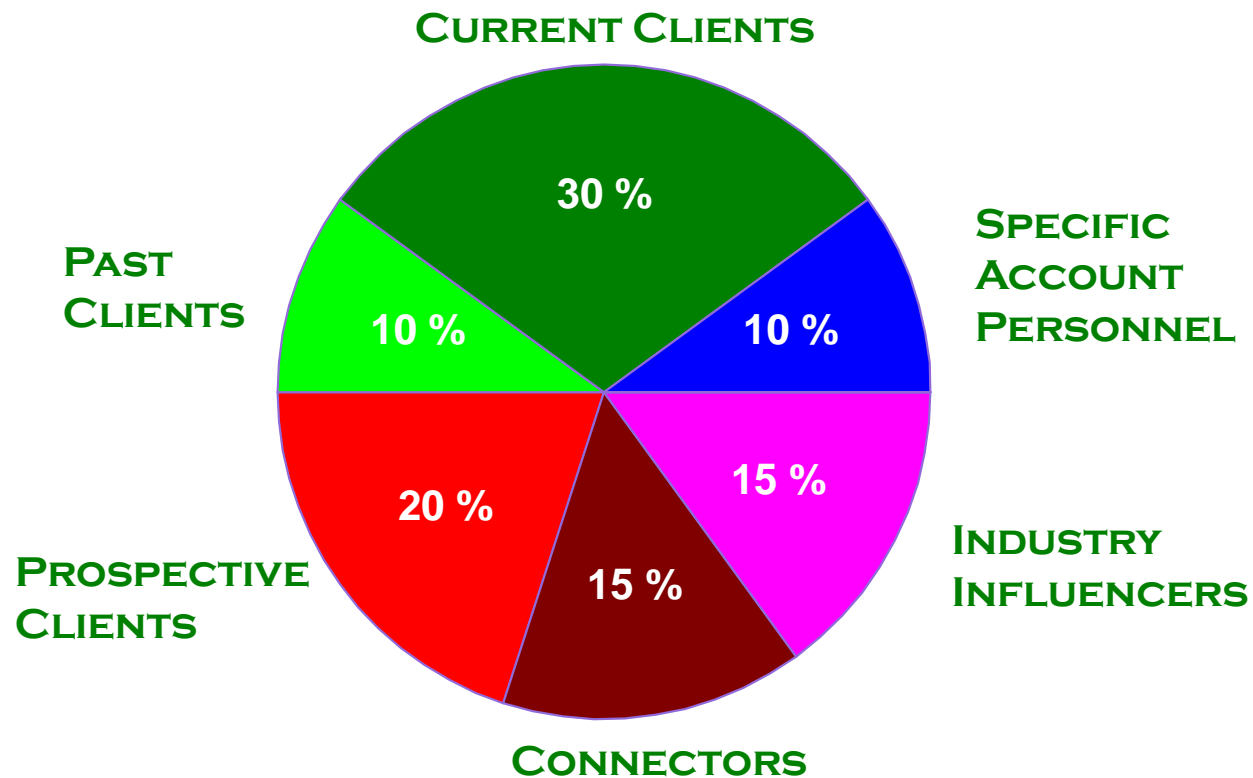
**ASK FOR HELP AND CONNECT
WITH DESIRED RELATIONSHIPS**

**SYSTEMIZE YOUR RELATIONSHIP
MANAGEMENT**

**BE GENEROUS WITH SOLUTIONS
FOR YOUR FRIENDS**

WHO – CONTACT GROUPS

APPLY THE 80 / 20 RULE



RETURN ON TIME AND ENERGY

A CONTACTS – DECISION MAKERS AND CLIENT SPONSORS

- YOUR STRONGEST RELATIONSHIPS
- INTERACTIONS MOST OFTEN IN PERSON
- A MANAGEABLE NUMBER, E.G., 25 - 50

B CONTACTS – KEY INFLUENCERS, CONNECTORS AND PROSPECTIVE CLIENTS

- YOUR MOST FLUID RELATIONSHIPS
- INTERACTIONS THROUGH MULTIPLE MEDIA

C CONTACTS – OTHER INFLUENCERS, CONNECTORS, AND PROSPECTS

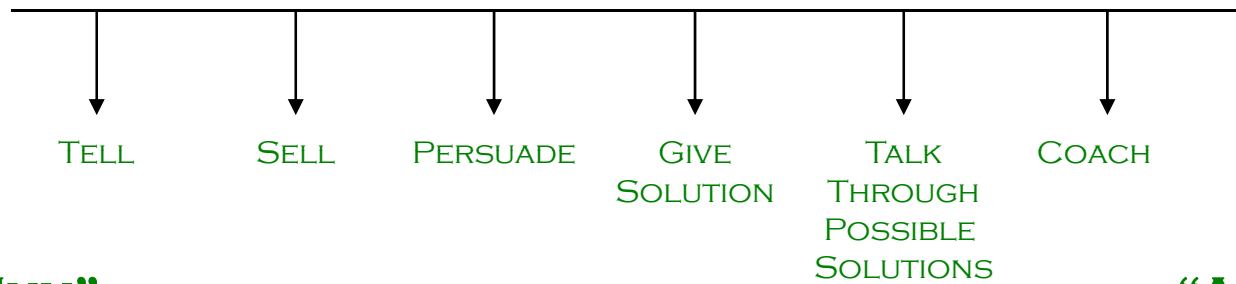
- YOUR WIDE WEB OF RELATIONSHIPS
- INTERACTIONS MOST OFTEN ELECTRONIC

RELATIONSHIP PROGRESSION



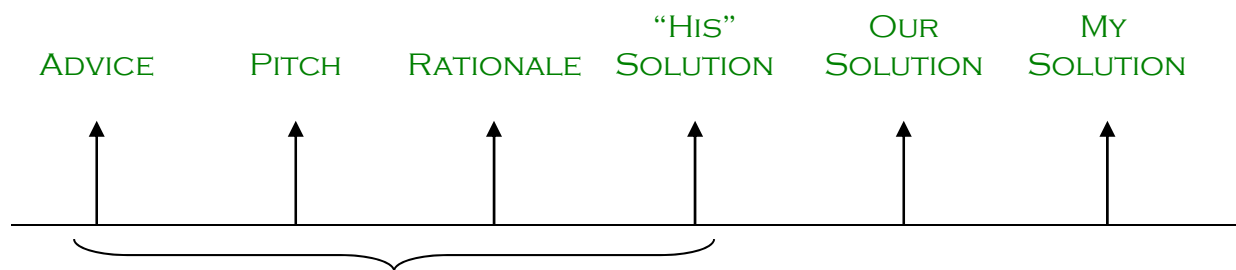
THE DOOR OF DISCOVERY

YOUR ACTIONS



“UNHUH”

“AHA”



OFTEN CAUSES DEFENSIVENESS

OTHER PERSON'S PERCEPTION

REFERRALS

REFERRALS ARE PROACTIVE, NOT REACTIVE

BEGIN WITH WHO – FOCUS ON THE 20% THAT EQUAL 80%

**HAVE A WHY – SOLUTIONS THAT RESPECT THE RELATIONSHIPS
BETWEEN YOU AND YOUR RELATIONSHIP
BETWEEN YOUR RELATIONSHIP AND THE CLIENT**

MAKE THE HOW EASY

HERE'S WHO

HERE'S THE WHY

MAY I USE YOUR NAME?

WHERE TO BEGIN

A CASE OF THE 3'S IN THE NEXT 30 DAYS

3 EXISTING CLIENTS WHO YOU WANT TO DEVELOP FURTHER

3 KEY INFLUENCERS WHO YOU WANT TO DEVELOP FURTHER

3 PROSPECTS WHO YOU WANT TO DEVELOP FURTHER

3 CONNECTORS WHO YOU WANT TO DEVELOP FURTHER

Rainmakers Workshop

- ▶ June 13 & 14, 2011
- ▶ 8:30 am to 1:30 pm each day
- ▶ East Hartford
- ▶ <http://www.peertopeeradvisors.com/events>