

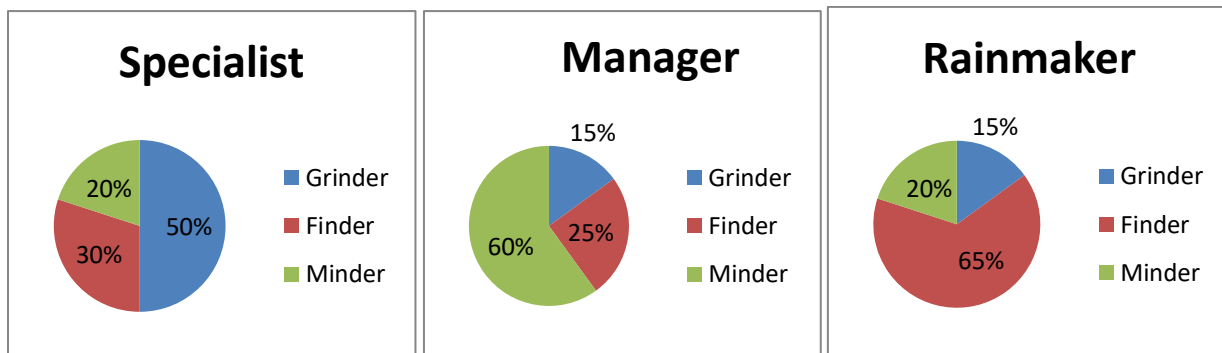
THE RAINMAKERS INSTITUTE

RAINMAKERS INSTITUTE

Advanced Training Program- Curriculum

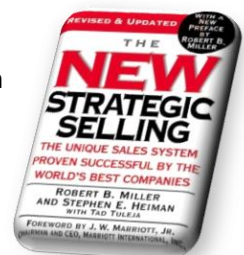
Orientation- What it means to be a Rainmaker

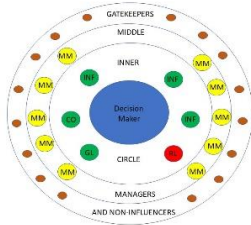
- Roles within the Firm and identifying if this institute is a good fit
 - Agenda
 - Why did we create Rainmaker's Institute?
 - What does it mean to be a Rainmaker?
 - Why do we want to focus on Enterprise Level Sales?
 - Why do Companies have Closers?
 - What you stand to get out of it
 - Purpose and objective
 - Projects



Please Note: Before starting this program you MUST already have completed Esquire Academy

Required Reading: The New Strategic Selling By: Robert Miller and Stephen Heiman





Week 1: Complex Sales and Enterprise Sales

- Complex Sales
 - a. What are complex sales?
 - b. How to approach our services as a complex sale
 - c. Sample Messaging for closing
 - d. Changing the message to fit enterprises
- C-Level Sales and Enterprise Accounts
 - a. What are C- Level Sales?
 - b. What are effective Enterprise Accounts?
 - c. Identifying opportunities
 - d. Doing corporate reconnaissance
 - e. Planning the approach
 - f. Finding and identifying Green/red lighters
- Large Scale Collaboration
 - a. Deciding on how to collaborate
 - b. How to discuss collaboration
 - c. How to seal the deal
 - d. Following up with Enterprise accounts

Assignment:

Develop a complete plan of action for how you would approach, contact, pitch, and close a real enterprise by completing the research necessary to answer the questions on the assignment sheet. Once refined, this plan will be your roadmap to actually approach the enterprise.

Ongoing Assignment: Track the results from each of your consultations by completing the self assessment form for each consultation you complete.



Week 2: Closing Large Cases and High Net Worth Clients

- Why High Net Worth Cases are More Complex
 - Working with Big Fish
 - How to interact with high net worth clients
 - Breaking down a Sale into components
 - Conveying value
- Closing techniques
 - Asking questions
 - Uncovering motivations
 - Creating a Value Proposal (vice just a proposal)
 - Asking for the sale/Assumptive Closing
 - Following up
- Sales process for high net worth clients
 - Setting an appointment
 - The consultation
 - Follow up to the consultation
 - Design Meeting
 - Payment
 - Signing Meetings and Follow Up

Assignment: Using the Case study provided to you, put together a legal strategy to address the clients needs and concerns, type up and email a proposal just as you would to the actual client, then set up an appointment with us to role play your pitch meeting to close the client and engage with them on the strategy you have developed.

Note: If you do not have the expertise to develop the plan strategy or recommendations- research and use all resources available to you including other attorneys in the firm

TOP TEN LIST

NAME	COMPANY	REFERRALS
Jeff Bezos	Amazon	50
Satya Nadella	Microsoft	44
Sunder Pichai	Google	100
Mark Zuckerberg	Facebook	40



Week 3: Developing and Maintaining Momentum as a Rainmaker

- The Importance of Delegation
 - When to start delegating cases
 - Which cases should you handle yourself?
 - How to decide who to pass the case to
 - Growing without borders
 - Play to your strengths
 - Mastering the pitch for any specialty
- The Proper Hand-Off
 - How to properly handoff cases
 - How to properly follow up on cases you have handed off
 - How to communicate the hand off to the client
 - How to maintain the ongoing relationship with the client
- Maintaining referral relationships
 - Your business by the numbers
 - Why momentum, consistency, and keeping pace is important
 - Why your Top 10 is so important
 - What about a Top 50?
 - How to develop an Enterprise Top 10 list

Assignment: Complete and assess your long term production goals using the goals calculator provided to you. Be prepared to develop a long term marketing plan for your growth and momentum building.