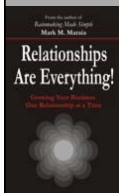


# Rainmaking Made Simple: Practical Tools for the Complete Rainmaker

Presented By  
Mark M. Maraia  
Maraia & Associates, Inc.

TAGLaw/TIAG Conference  
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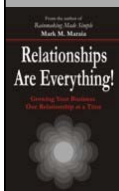


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## This session will provide the “hows” of business development

- Based on thousands of coaching calls
- Think of these 10 “tools” as buffet line
- If you don’t like one, don’t try it
- Know yourself and remain true to yourself
- I’m confident everyone will find 2-3 tools they can use to transform his or her practice

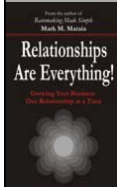


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## Here are 10 tools of the complete rainmaker

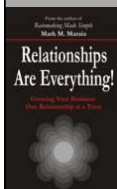
1. Asking clients and prospects for feedback
2. Networking WITH a purpose
3. Great networkers do 2 things well
4. Clearly identify your ideal client
5. Work FOR the room
6. Use speaking to expand their network
7. Transfers enthusiasm
8. Know how to ask for the business
9. Set & live by daily or weekly metrics
10. Have a system for proactive outreach



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## 1. Asking clients for feedback

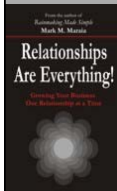
- The two questions you should always ask
- How does the work we do compare to Firm X?



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## 1a. Rainmakers see “rejection” as a chance to gather market research

- An example: A prospective client says, “we are already represented by counsel”
- Use his rebuff as a chance to gather market research! Ask these two feedback questions:
  1. What do you like about working with your current firm?
  2. Is there anything you’d like them to do differently?

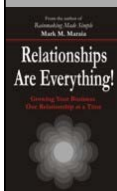


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## 2. Rainmakers are diligent about networking *WITH* a purpose

- Networking as we define it is “putting people together for THEIR mutual benefit”
- They think give introductions rather than get business
- Think of it as planting seeds(plant many seeds)

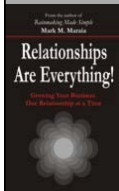


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## The three levels of networking

- Level 1: Take take take
- Level 2: Bargaining, this for that, quid pro quo, give to get
- Level 3: Give to others because you enjoy it or at least you see it as a way of planting seeds

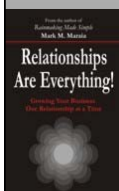


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## They know that 90% of their business development is in networking

- Become a better friend and you become a better rainmaker
- Only 10% of your marketing time will require sales related behavior

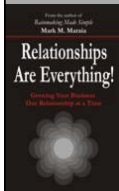


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### 3. Great networkers do two things well

1. They obsess on personal needs and fears
2. They ask “High Energy” Questions

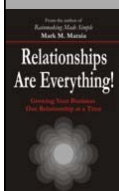


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### Examples of High-Energy Questions (p. 147)

- “How would I know if I were talking to someone who would be an ideal client for you?”
- “What do you love the most about your work?”
- “How did you get started in this business?”
- “Which of your major competitors do you watch closely?”
- “How do you tell the great GC’s from the good ones?”
- “What’s the most exciting project you’re involved with right now?”

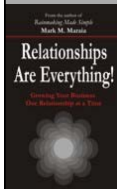


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## High-Energy Questions at Conferences

- “What did you think of the keynote speaker?”
- “Which sessions are you most interested in attending? Why?”
- “What is the most insightful idea you’ve learned to this point in the conference?”
- “What is the most surprising idea you’ve learned to this point in the conference?”
- “What is the most valuable idea you’ve learned to this point in the conference?”
- “What is the most troubling idea you’ve learned heard to this point in the conference?”

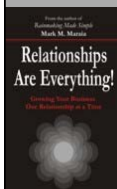


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## 4. Clearly identify your ideal client

- Can YOU describe your ideal client in detail?
- How many people do you know in that category who are NOT your clients?

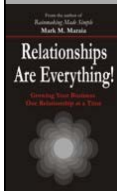


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## Can others describe your ideal client?

- Can your best friends or partners describe your ideal client?
- Can every member of your family describe your ideal client?



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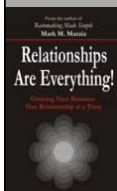


## Networking exercise (5 min)

- Pair up with a partner and ask this question:

“How would I know if I were talking to someone who would be your ideal client?”

- How many found that to be valuable use of your time?

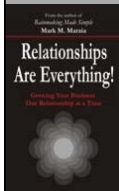


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## The power of a single question

- Two lawyers in California firm met for first time at my session
- An introduction was made

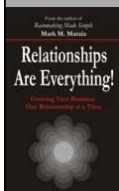


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## 5. Working FOR The Room (Chap. 26)

1. Put people together
2. High energy conversations
3. Act like host not guest
4. Seek out and find a specific person



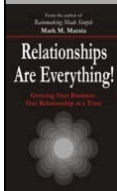
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## 6. Speaking to win clients (Chap. 34)

- Call a handful of people before your talk
- Look for chance to give advice after talk
  - On the spot advice: close the loop
  - More involved answers: arrange a call to discuss when there is more time
- Call a handful of people within 72 hours of your talk

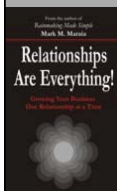


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## 7. Transfers enthusiasm

- Selling is the transfer of enthusiasm
- You want the listener to remember you
- When asked low energy questions--don't answer them!

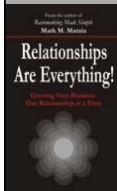


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## Turns ordinary conversation into high energy conversation

- Use high energy questions
- Increase % of conversation about business issues
- Litigator at his son's sock hop



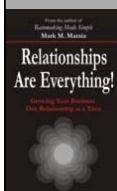
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## How would you answer this question?

(chap. 28)

“What do you do?”

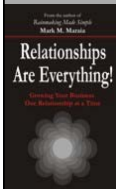


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Turn it into a *high-energy* question

“What is it you love most about practicing law?”



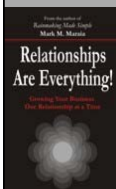
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One memorable answer

“I’m a corporate lawyer who represents German companies wanting to do business in the U.S.”

His “German” business went from 10% to 70% of his work in five years

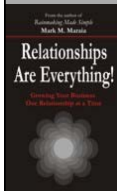


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## 8. Knows how to ask for the business

- The myth of asking for the business
- What's the next step? Are you ready to begin? Where do we go from here? How can I help?
- Know when NOT to ask

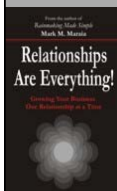


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## 9. Set daily or weekly metrics to measure your progress

- You can set metrics for anything: Parenting, Exercise, Business development
- Your metrics will be unique to you and your practice
- Metrics make you more consistent and focused
- Your metrics can be as unique as your fingerprint
- You're limited only by your imagination

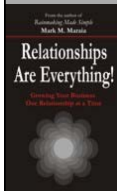


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## Examples of metrics

- Metrics for this conference could be to make 5 meaningful connections
- Make two external calls to prospects and others in my network each day.
- Call two dormant clients per week and see how they are coping in this market.
- Meet with at least one partner each week to learn more about how I can help them develop their practice.
- Visit with my top 5 clients by the end of 2nd quarter of 2010

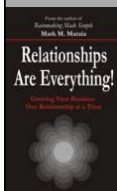


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## 10. Your business is only as good as your system

- Those who use a system for marketing are far more successful than those who don't
- Take good notes from every visit or call
- Set weekly and monthly metrics (e.g. meet with my top 2 referral sources 4X per year)
- Put a deadline on every action step you take
- Use Outlook or an electronic calendar

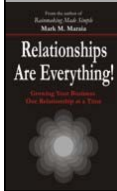


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## Follow up is everything!

- What will you do once you are back in the office to apply what we have discussed?
- Make an appointment with yourself in your calendar to follow up on these ideas!
- Spend as much time marketing each day as you spend brushing your teeth
- Find another partner to pair up with and exchange business cards



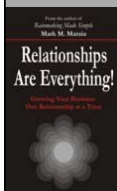
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## Questions?

If you would like my newsletter or *Rainmaking Made Simple*, please hand me your business card with either newsletter or RMS written on the back.

Please visit our website at [www.markmaraia.com](http://www.markmaraia.com)



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