

## Rainmaking for Professional Services, Chapter 2

Is “Rainmaking” an art form that some people have and others do not? We all can be rainmakers if we can identify those activities that fit our personality and build it into a process that becomes so automatic it looks like an art form to those around us.

Because we cannot operate for long periods of time outside of our wiring, I would like to share activities that make rain, so you can discover strategies that work for you. For me, they evolved over many years and did not become an overnight success.

My 1<sup>st</sup> Rainmaking tool: *“I make introductions that connect people.”*

On the surface, this appears simple, but the skills associated with making professional introductions also require you to know the individuals at a very personal level. This led me to develop the type of questions that move conversations beyond the superficial.

*The Result: Leading with my agenda of connecting people, I have gained and will continue to gain access to talented people, community, and potential clients.*

The world is a complex network of relationships and responsibilities. And if you want to be invited in, there are expectations and obligations associated with those responsibilities.

First, take inventory of our business relationships. The list might be short and humbling if you are just getting started, and after asking three simple questions, you may find your existing business relationships need some work.



- Are you aware of their personal journey?
- Are you on their short-list of people to call in a crisis?
- Would they introduce you to their best friend?

Successful rainmakers understand their contact’s world, which enables them to interact in a meaningful and influential way.

Some relationships will never go beyond the superficial or be able to reciprocate. However, the short list that does will become a foundation of your rainmaking process. The unique thing about it is, in today’s virtual world you might never meet these relationships face-to-face.

My 2<sup>nd</sup> Rainmaking tool: *“I build genuine transparency with relationships.”*

So, the faster you can build transparency and confidence with a relationship, the more you will be drawn to their world. For me it starts by initiating conversations with a simple set of questions that move our relationship toward a transparent and confidential environment.