

'29 habits of a rainmaker'

The wisdom of a traveler...

I was first called 'a traveler' in 1984. A traveler is a salesman who travels from city to city presenting to businesses and selling his products.

It was a strange, and a little charming, to be called 'a traveler' as it evoked a time past when the traveling salesman brought new ideas and new products.

It took many more years before I first heard the name Rainmaker and that is the greatest accolade I have ever received.

A Rainmaker delivers the business..... always!

I started my sales dairy in 1984.

Keeping a hardcover note book where I kept brief notes of every sales call and presentation I ever made.

28 years and 23,636 pitches later and I have translated those notes into 29 habits + 1 that made the difference.



Rainmakers never forget that selling is target game - always focus on the goal for every telephone call, email or meeting!

- Wyn N. Davies



Rainmakers always listen more than they speak! The key to selling is knowing what people want - this is only learned by listening!

- Wyn N. Davies



Rainmakers are not players -
rainmakers are always real, always
sincere, always authentic - always!

- Wyn N. Davies



Rainmakers are Everyman! They are never above anyone and always make people feel great about who they are - never less!

- Wyn N. Davies



Rainmakers don't hide behind digital technology. They always pick up the telephone to deal with a problem or make a connection.

- Wyn N. Davies



Rainmakers are always prepared.
They put tremendous effort into
always being ready and anticipating
everything that will be needed.

- Wyn N. Davies



Rainmakers are always closing!
They are always focused on getting
the business and every move is
getting them closer to yes!

- Wyn N. Davies



Rainmakers always sell first. They know that decision fatigue means that important presentations should always be scheduled early in the day!

- Wyn N. Davies



Rainmakers go for the cheque! They are never afraid to talk money or deal with money issues knowing that money is a power conversation!

- Wyn N. Davies



Rainmakers present perfectly! Shoes shined, shirt starched, suit pressed - presentation counts and they always control all that can be controlled!

- Wyn N. Davies



Rainmakers deliver and demand respect! If the buyer does not reciprocate they walk! Without respect there is no relationship!

- Wyn N. Davies



Rainmakers make it rain! They sell, they study selling, they are sales experts! The Rainmaker is always getting better and always selling!

- Wyn N. Davies



Rainmakers do the homework! They know their product, the competitor, the customer - intimately! Power comes from knowledge - they know!

- Wyn N. Davies



Rainmakers always go for a sure thing! "Never chase a girl that doesn't want to get caught!" Rainmakers don't waste time with time wasters!

- Wyn N. Davies



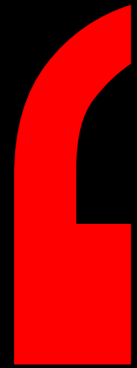
Rainmakers always make one more call! They are never lazy - one more call a day is 200 calls a year and the difference between good and great!

- Wyn N. Davies



Rainmakers understand the value of incremental selling! Add-ons can deliver 10%, or more, to the bottom line. "They have already said yes!"

- Wyn N. Davies



Rainmakers know that referrals are the gold standard of sales leads and work to cultivate a business built on referrals. Always building bridges!

- Wyn N. Davies



Rainmakers start at the top! They know the first call on a firm should be as close to the top as possible! Decisions flow downhill!

- Wyn N. Davies



Rainmakers monetize the value of the offering! 'This investment will deliver this £ X return.' Always monetize!

- Wyn N. Davies



Rainmakers are never late and never rush! Always in control and always prepared. Make it a habit!

- Wyn N. Davies



Rainmakers never get angry and never make it personal. They have no time to be distracted. They are good winners - losing doesn't register.

- Wyn N. Davies



Rainmakers persevere in the face of adversity. Rising to the challenge is simply what they do! They know that getting the order is the solution!

- Wyn N. Davies



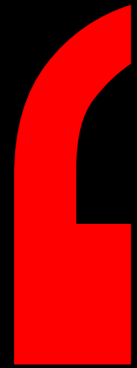
Rainmakers never discuss the competition. They don't exist! If the conversation is raised, they politely acknowledge them and move on!

- Wyn N. Davies



Rainmakers are never cheap! They pick up the tab and do favours and don't keep track of who is on top. Rainmakers are bigger and better!

- Wyn N. Davies



Rainmakers always ask killer sales questions to win the buyer. They are experts on the customer and always ask the perfect questions!

- Wyn N. Davies



Rainmakers lose the losers. They only associate with winners because they know that negative people suck energy and passion!

- Wyn N. Davies



Rainmakers brand themselves and are always building the brand value of everything they do! They know the only real value is brand value!

- Wyn N. Davies



Rainmakers know the 'A' list! They know that playing with a stronger player makes you stronger. They are always looking for a stronger player!

- Wyn N. Davies



Rainmakers 'never under-promise and over-deliver!' That's a chump's game. Rainmakers always promise and deliver the best! Always!

- Wyn N. Davies



Rainmakers never get slow or fat!
They are always on the top of the
game - physically, mentally and
emotionally. Fat is for losers!

- Wyn N. Davies



Learn these habits of Rainmakers and more business tools at the 100% Business Conference on November 27th 2012.

If you have questions about developing your business, or would like to attend one of my workshops please visit my website daviesinternational.com

- [Wyn N. Davies](#)

100% all it takes is all you've got... we'll help get you there!

Tuesday, November 27, 2012
**THE 100%
CONFERENCE**

Thank you