



The Rainmaker's Toolkit: Power Strategies for Finding, Keeping, and Growing Profitable Clients

By Harry Mills

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Few professional firms are able to consistently grow their fees and profits. Based on the concept of relationship marketing, *The Rainmaker's Toolkit* gives readers the tools, techniques, and strategies to help win and close bigger deals, helping them dramatically increase the odds of success...and sustain that level of accomplishment from year to year.

The Rainmaker's Toolkit helps readers identify and maximize the potential growth opportunities in their companies and gives them a step-by-step system for building a high-profit practice. The book shows readers how to:

- * Identify high-profit customers and build lifelong relationships with them
- * Stand out from competitors by differentiating their firm, services, and people
- * Build a million dollar referral network.

Packed with more than 80 reproducible tools and templates, *The Rainmaker's Toolkit* shows how to find the gold hidden within every company.

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