Sales Coaching and Professional Development

Are you stuck? Looking for ways to differentiate yourself from the competition? Seeking a competitive advantage? Trying to develop your own authentic sales path within the insurance profession? Do you want to move 'up-market' and secure larger, more sophisticated transactions that generate more revenue? Has your book of business 'peaked out?' Whether your are new to the insurance profession, a veteran, or a top performer looking to continue on to the next level – our sales coaching and professional development programs can help you!

Elevate the Conversation

Move beyond the 'old song' of price, product, and the usual sales pitch. Demonstrate how you help your clients meet their enterprise level objectives through your services. Differentiate yourself, become a true strategic business partner for your clients, manage the growth of your book, work more effectively with your colleagues and support staff, and build a plan for your career within the insurance profession.

Build New Business Sales Initiatives that Work for You

Building coherent, focused, and well coordinated sales initiatives you can use to build your book of business is at the heart of our program. Identifying the 'ideal client' and building processes to find them, engage them successfully, combined with the tools and resources needed to prevail over your competitors is critical to your long term success within the insurance profession. We can show you how….

Why this is different – and why it works!

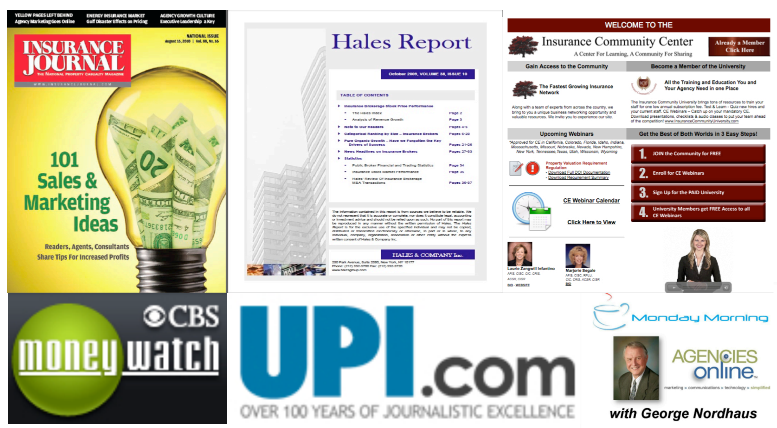
Most sales training programs are ultimately nothing more than 'one-size-fits-all' general sales theory in shiny packages – developed by individuals with no experience in the insurance industry whatsoever. We tailor our programs to account for your practice specialty, market location, tenure, size of your book, historic new business run rate, and many other attributes. Our programs are constructed by professionals with top sales accomplishments in the insurance industry and incorporate many 'tricks of the trade' that other programs miss.

What results can I expect?

Approximately 93% of our candidates add more than $250,000 of commission business to their pipelines by the end of the 90 day program. Alumni increase their overall book of business 30% to 50% by the end of year one.

All graduates understand how to: 1) identify and pursue 'ideal clients;' 2) develop their own sales initiatives; 3) use research tools to make approach more effective; 4) how to use social media to increase sales; 5) how to develop an effective sales process unique to them; 6) how to use tools, resources, and cloud based technology to gain a competitive advantage; 7) the ability to construct and use a meaningful new business pipeline; 8) the effective use of a 'drip marketing' campaign to help win more business over time.

Places our work has been featured



Contact us at: info@rainmakeradvisory.com
and request a
FREE DEMO of this Program!

RAINMAKER
ADVISORY

Rainmaker Advisory LLC is a results oriented sales and operations consulting firm specializing in the retail insurance broking sector. Founded in 2008, Rainmaker has relationships with over 7800 insurance agencies and brokerages and maintains a subscriber list in excess of 17,000 insurance professionals nationwide. With offices in Oregon, California, New York, and New Hampshire, Rainmaker Advisory LLC is a leading provider of the tools, resources, training programs, and vendor partners necessary for successfully growing retail insurance broking organizations on a sustainable basis.

visit www.rainmakeradvisory.com