



Summary : Rainmaking Conversations - Mike Schultz and John E. Doerr: Influence, Persuade and Sell in Any Situation

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Complete summary of Mike Schultz and John E. Doerr's book: "Rainmaking Conversations: Influence, Persuade and Sell in Any Situation".

This summary of the ideas from Mike Schultz and John E. Doerr's book "Rainmaking Conversations" explains that sales conversations which fill the new customer pipeline, win new deals and create new opportunities are based on the RAIN acronym: Rapport, Aspirations & Afflictions, Impact and New Reality. In their book, the authors explain each of these aspects and how you can learn and apply them to your own conversations and reap the rewards. This summary also highlights the keys to rainmaking success and the 10 rainmaker principles for your business in order to improve selling targets.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Rainmaking Conversations" and discover the key to selling more and making it rain.

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Craig Harrison:

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