

How good a Rainmaker are you?

The UK Rainmaker Benchmarking Survey

Created by John Timperley

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There is no doubt that 'Rainmaking' – the ability of a professional to generate business for themselves and others within their practice – is becoming a key skill for Partners and senior fee earners in professional service firms.

Gone are the days where technical skills alone could guarantee a constant stream of work. In today's environment of ready access to specialised information locally, globally and sectorally, possession of technical knowledge is no longer a position of strength; it is merely a pre-requisite for entering the market ... potential clients see it as a 'given'.

Instead, they are now demanding a 'trusted advisor' approach to the professional relationship. They want to deal with someone who has their trust, can provide wise counsel and be both their supporter and friendly challenger.

Those who are winning work for themselves, and for others within their business, have specific personal attributes which make them more likely to be successful. But rainmaking is much more than that – it's about doing the right things, at the right time, with the right people. It's about taking consistent, systematic action to put yourself in the best position to win new work.

Our survey involving 150 professional services firms in the UK has given professionals, for the first time, information on what the very best and most successful rainmakers actually DO, day to day to bring in business. It's provided us with information against which you can benchmark your own approach – at both a personal and firm-wide level.

How will you fare? Ten minutes is all it will take to benchmark yourself.

We're all different personalities operating in diverse markets and sectors, but the general rules of rainmaking still apply. The 'tick box' approach means that you can quickly answer the [] thought-provoking questions that will provide us with your personal 'rainmaking' profile.

What difference would it make to you and your firm if you could improve your rainmaking skills by 10%; 20% ... or even 50%? What would happen if all your senior fee earners could do the same?

Return the completed form to us and we'll provide you with a benchmarked report against the best on our database (no ones perfect!), and the average response in your specialism and highlight practical 'best practice' techniques you can use straight away in areas specific to your rainmaking needs.

Name :
.....

Title:

Organisation:

Address:
.....
.....
.....

Telephone:
.....

Fax:

Email address:

Your 'rainmaking' style

Which description best fits your personality type?

- Very extrovert
- Extrovert
- Average
- Introvert

How do you generate leads and win new work? (Rank 1 – 5 in order of importance 1 = most important)

- Contact making/networking
- Formal face to face meetings
- Cold calling
- 'Farming' your personal network
- Maximising revenues from existing clients
- Speaking engagements/presentations
- Direct mail campaigns (including newsletters)
- Seminars / workshops / exhibitions
- PR/articles
- Corporate entertaining
- Other

Attitude to Rainmaking

What is your attitude towards selling?

Dislike it [] Don't mind it [] Comfortable with it [] Love it []

What is your attitude towards serving existing clients?

Mundane [] Don't mind it [] Comfortable with it [] Love it []

**What are the attributes which most contribute to your work-winning success?
Rank 1-5 in order of importance (Where 1 is most important)**

- Optimism
- Confidence
- Persistence
- Salesmanship
- Specialist knowledge
- Wide business experience
- Energy / drive
- Enthusiasm
- Consulting skills

How much time do you allocate to business development (recognising that you may be a 'full time' fee earner / client handler) in an average week?

- 5 days
- 4 days
- 3 days
- 2 days
- 1 day
- Less than one day

Commercialism

How would you rate your technical skills in your area of specialism?

Poor Below average Average Above average Exceptional

How would you rate your general understanding of how businesses operate and succeed? (in comparison with your best competitors)

Poor Below Average Average Above average Exceptional

What additional skills do you believe you need to elevate yourself to 'Best Rainmaker' status? (Rank in order of importance)

- Developing contacts / networking
- Sales skills
- Business awareness
- Rapport building
- Targeting
- Greater understanding of client needs
- Confidence / positive attitude to business development
- Time management / delegation skills
- Other

Specifically, how many sales leads* are you personally working on right now?

**tangible potential new work opportunities*

0 5 10 15 20+ More

- a. Was your last answer a guess? YES NO
- b. Do you have your own *personal* sales lead tracking system? YES
NO
- c. Do you have a firm wide one? YES NO

Do you, *personally*, have a system in place to allow you to have your contact's details readily available at your fingertips whenever you need them?

YES NO

Relationships

How would you rate your overall communication skills, in comparison with others in your profession?

Poor Below Average Average Above average Exceptional

How close are you to being seen by your clients and other contacts in the market as being *the best* at what you do?

Miles away! Much more to do Some more to do I'm there!

Clients

Other contacts

What would you estimate the size of your network of 'good quality' contacts to be?*

**People who you have previously met, know you by name and would return an unsolicited telephone call from you?*

- 100 contacts
- 250 contacts
- 500 contacts
- 750 contacts
- 1,000 contacts
- 2,000 contacts

How would you rate the strength your relationship with potential work providers - compared to that of your competitors?

Much worse Worse The same Better Much better

How close are you to having strong connections with ALL the 'right people' in your sector? (i.e. work givers, intermediaries and others with potential to refer work to you)

Miles away! Much more to do Some more to do I'm there!

Personal Performance

What would you estimate your conversion of sales leads (potential new work opportunities) into new business to be?

- 1 from 5 (1 piece of new work from 5 tangible leads)
- 1 from 10
- 1 from 20
- 1 from 50

Do you set a financial target for the amount of work brought into the firm, as part of your formal objectives?

Yes

No

What proportion of new work opportunities (leads) do you convert into actual assignments?

1 in 20 1 in 10 1 in 5 1 in 3 All of them!

What proportion of competitive tenders (proposals) you are involved with do you personally convert into new work?

1 in 20 1 in 10 1 in 5 1 in 3 All of them!

How would you rate your oral presentation skills in tender situations, compared with your competitors/peers?

Much worse Worse About the same Better Exceptional

How would you rate your 'consultative' selling* skills in comparison with your peers and competitors?

**Consultative selling involves rapport building, listening and problem solving skills*

On a scale of 1 – 10 how would you rate your fellow partners' and fee earners' overall ability to bring in new work?

Poor Needs improvement Average Good Exceptional

Partners

Fee earners