



**Ed Robinson, CSP**

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Ed "The Rainmaker" Robinson  
Author - Speaker - Coach

# Sales Development

## The Rainmaker's Strategies for Business Growth™



**A**re your marketing strategies driving sales and effective client needs satisfaction? This powerful, interactive program provides client development skills to design a structured process for developing long-term, mutually beneficial client relationships in addition to learning strategies for becoming Rainmakers (client developers within their organizations).

Ed combines dynamite selling strategies with a marketing model that creates a machine for effective and proactive growth regardless of economic conditions. You will walk away with over a dozen skills, processes, and tools to grow your organization, business and sales.

**Content Focus**

- Qualities of a Rainmaker
- Rainmaking Formulas
- Client Development Process
- Building Rainmaker Confidence
- Marketing and Selling Strategies

**Program Benefits**

- Establish goals & action plans
- Design & discover your marketing mix for continuous business flow
- Learn selling processes for stronger relationships & increased closing percentages
- Develop sound marketing strategies

**E**d offers a variety of outstanding presentations to move your team to the next level. The Rainmaker's Strategies for Business Growth™ is one of Ed's most demanded tracks, and can be customized as a keynote speech, breakout session, one or three day seminar.

Ed Robinson transforms individuals into Professionals, Managers into Leaders and Leaders into Rainmakers. A Certified Speaking Professional and former CPA, Ed is the the author of four books and recognized expert in Practice Growth. His energetic, engaging and entertaining style is only one reason why Ed's strategies improve performance helping individuals manage change and increase revenue regardless of economic obstacles and challenges.

With a 40+% return engagement rate over his 30+ year speaking career, Ed has facilitated in more than 30 countries addressing organizations to include: KPMG, Wells Fargo, American Airlines, Blue Cross & Blue Shield, HUD, Institute of Internal Auditors, MetLife, Merrill Lynch, Zurich Financial, Clear Channel/Time Warner, the US Postal Service, Deloitte, Environmental Protection Agency and NCR Corporation.

*"Ed is one of the finest motivational speakers I've heard. He uses life experiences to sink ideas into others' minds. His content is not just conceptual; it's completely applicable."*

*"He's very professional and accessible, willing to listen to his audience and help develop them, working through their issues. I always walk away with new ideas to improve myself and others"*

Cindy Gabriel, Deloitte