



# Rainmaking Presentations

*The System That Shows You How To Grow Your  
Business By Leveraging Your Expertise*

## GET THE SKILLS THAT GET YOU THE BUSINESS

In today's fast-paced society, information overload means you face increased competition for time, decreased attention spans and smaller windows of opportunity to acquire new clients. Do you feel you're presenting too often and not getting the business often enough? The strength of your presentations means the difference between just getting heard and actually getting chosen. Now more than ever, excellent presentation skills are an absolute necessity for professional service firms that want to get the business.



### *Is this you?*

Your firm has the credentials, the experience and the expertise, but **you're losing business** to less qualified competitors.

Prospective clients don't fully understand the value of your services. You're confident you'd be a great fit, but face skepticism and a **reluctance to commit**.

You're spending plenty of time and money on business development, but **it's just not paying off**. You want to increase your ROI by closing more business.

Your team has great technical knowledge, but **lacks a process** that allows them to communicate their ideas to clients clearly and concisely.

*"Rainmaking doesn't come naturally. It comes to those who learned the skills."*

Now, you can spend less time creating presentations that lead to increased business. Whether you're a seasoned, veteran presenter or a novice, The RainMaking Presentations Seminar shows you how to achieve your full potential in bringing business to your firm or practice. It's a proven system that shows you a step-by-step process to quickly design, develop and deliver presentations that get you the business. This interactive and pragmatic seminar contains the information, resources and tools that successful professionals depend on to consistently bring in new clients. Alumni describe it as "*street smart, resource rich and results oriented.*" If you're ready to accelerate new client acquisition, you're ready for the seminar that shows you exactly how to produce the results you want.

# 5 REASONS RAINMAKING PRESENTATIONS STANDS OUT

- ***It Saves You Time and Consistently Gets You Business.*** Most presentation workshops are topical—they "talk about" presentations but don't give you a step-by-step process for creating them. A process approach has the advantages of being both learnable and repeatable. You'll leave with much more than good ideas. You'll leave with a system that works.
- ***It's Based on Solid Data.*** It's not just speculation and "common knowledge" from people with experience speaking. This system was developed from research and analysis of actual speeches in a variety of contexts.
- ***It's Real World.*** The unique learning method in this system uses genuine speeches delivered in front of live audiences to illustrate what works and what doesn't. Unlike typical programs, it's more than simply theory and hypothetical examples.
- ***It's Oriented Towards Results.*** You'll learn to make the shift from "getting through a presentation" to getting the results you want. Rather than selling you training time, RainMaking Presentations shows you how to get desired outcomes.
- ***It Gives You the Resources You Need.*** RainMaking Presentations Seminar participants receive exclusive access to the RainMaking Presentations Planner, Benefits Matrix Worksheet and PowerPoint Resource Guide. The value of these customized planning tools far outweighs the generic materials you'll find in many programs.

## When you make this system a part of your business development expect:

- ***Improved Clarity*** because you quickly articulate the value you offer clients
- ***Increased Visibility*** in your market because you become the recognized expert
- ***Enhanced Credibility*** with prospects because you build trust and rapport
- ***Greater Confidence*** because you focus on audience needs instead of yourself
- ***Less Preparation Time*** because you know exactly how to frame your key messages

*Only RainMaking Presentations provides such a comprehensive and in-depth treatment. It's the seminar of choice for professionals serious about becoming Rain Makers.*

## RainMaking Presentations Takes You Beyond The Basics. It's The "Graduate School" of How To Use Presentations For Business Development

- 21 techniques that engage the audience and make your presentation more interactive
- 10 transitions that keep your audience on track with your key messages
- 16 little-known tips that show you how to conduct due diligence with your audience
- 28 formulas that show prospects how you provide value and answers to their problems
- 3 psychological triggers that will make you more persuasive with prospects
- 10 strategies to handle questions and maintain your cool under pressure
- 11 different types of visuals and how and when to use each for maximum effect

# RAINMAKING PRESENTATIONS SKILLS YOU LEARN

## How To Create Clarity of Purpose

- Focus Your Message With The T.A.R.G.E.T. Method
- Communicate Your Value Proposition Clearly
- Craft S.M.A.R.T. Key Messages
- Develop A Presentation Analysis Profile
- Define The Strategic Goal

## How To Create Rapport With Your Audience

- Move Your Audience to Action With The BAV model
- Avoid Land Mines Inherent In Audience Participation
- Techniques Guaranteed To Involve Your Audience
- Identify Benefits For Your Audience
- Craft An Audience-Centered Approach

## How To Create A Compelling Structure

- Develop Introductions To Capture Audience Attention
- Maintain Consistency And Congruency
- Ensure Conclusions Lead To Desired Action
- Choose Powerful Organization Schemes
- Make Transitions Bridge Ideas

## How To Create Believability

- Make Complex Information Understood
- Recognize When To Use Statistics and Analogies
- Forge Strong Proof Points
- Distinguish Between Examples And Explanations
- Discover The Power of Narrative Proof

## How To Create Influence

- Recognize Essential Principles Of Powerful Language
- Choose Language That Resonates With The Audience
- Focus On The Language Of Benefits
- Avoid Language That Kills Credibility
- Craft Persuasive Phrases and Expressions

## How To Create Effective Visuals

- Develop Visuals On The I.M.P.A.C.T. Principle
- Keep Visual Aids From Becoming Visual Cliches
- Avoid 5 Common Mistakes
- Choose The Appropriate Type of Visual
- Know When To Avoid Electronic Slide Shows

## How To Create and Sustain Interest

- Eliminate 95% of Delivery Problems
- Overcome Apprehension and Anxiety
- Communicate Nonverbal Signals Correctly
- Develop An Authentic Personal Style
- Combine VAV Channels To Reinforce Messages

## How To Create Opportunity

- Create "Pull" Marketing Materials
- Discover Tools To Connect You With Meeting Planners
- Create Presentations With New Media Technology
- Distribute Your Presentations With Social Media
- Get Invitations To Speak At Professional Conferences

*Joe Sommerville wrote the book on RainMaking Presentations--literally!*



1. Leveraging Expertise: Grow Your Business by Leveraging Your Expertise
2. Analyze: RainMaking Presentations Connect with Your Audience
3. Strategize: RainMaking Presentations Contain Purpose
4. Organize: RainMaking Presentations Transform Information into Knowledge
5. Vitalize: RainMaking Presentations Make the Theoretical Concrete
6. Verbalize: RainMaking Presentations Persuade with Language
7. Visualize: RainMaking Presentations Illustrate Ideas
8. Dramatize: RainMaking Presentations Engage Listeners
9. RainMaking Presentations in Different Contexts
10. How to Discover and Create RainMaking Opportunities
11. Marketing Your RainMaking Presentations: Materials and Methods

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[WWW.RAINMAKINGPRESENTATIONS.COM](http://WWW.RAINMAKINGPRESENTATIONS.COM)

832.215.2741

## SUCCESSFUL PROFESSIONALS SAY:

"This is the most direct and effective method I've seen for moving a presentation from concept to podium." ---**Michael Sorkin, V.P., Boston Scientific**

"Presentations have put me in front of my target market many times. Once you're in front of them, it's essential to deliver a presentation that gets results. This system show you the process to create presentations that bring in business!"---**Moritz Day, CPA, Partner, Day West & Associates.**

"The most up-to-date source available on the increasingly wide array of opportunities for professionals to present their knowledge and services. It covers new electronic channels as clearly and thoroughly as it does more traditional forums. It's thoroughly organized to be used both as a guide and a reference book. It's a tremendous resource."---**Ford Harding, author of Rain Making.**

"Whether you're a novice speaker or a seasoned pro, you'll find Dr. Sommerville's book a treasure of tested tools and tips that will clearly enhance your next presentation. In a highly readable and pragmatic way, he shows us how to bring life to any talk and how to impact our audiences in an engaging way"---**Edward E. Scannell, CMP, CSP, Past President of the National Speakers Assn. and coauthor of McGraw--Hill's Games Trainers Play series.**

"Communication is a crafted skill honed over time and through great practice. The advice and strategies provided in this book are designed to build masterful communication habits for excellent performance"---**Dr. Nido Qubein, President, High Point University; chairman, Great Harvest Bread Co.**

## PROVEN ADVICE TO WIN MORE BUSINESS

It's no surprise that the most comprehensive presentation seminar for professionals was created and designed by Dr. Joseph Sommerville. No other facilitator has a comparable background. A former graduate business professor and successful business owner himself, he earned **an MA and PhD in Communication from the University of Iowa** and an AB from Wabash College. Dr. Sommerville has combined over 20 years of on-the-job experience with advanced academic credentials and research into presentations that win business. He has shown over **2000 audiences from 25 countries** how to apply the principles of effective communication. The RainMaking Presentations Seminar is packed with the strategies, techniques, tactics, tips and skills that Dr. Sommerville learned, practiced and tested over the past two decades. He designed the system to be street smart, research based and results oriented. He constantly updates it to reflect the latest trends in technology. He is the immediate past president of the National Speakers Association-Houston, **the author of the Palgrave-Macmillan business book RainMaking Presentations.**



### -Media Credits-

*Affluent*  
*Agent's Sales Journal*  
*AirTrans Go*  
*Benefits Selling*  
*Business Edge*  
*CNBC's Smart Money*  
*Fast Company*  
*Houston Chronicle*  
*Law Practice Management*  
*New Business Today*  
*Sales and Marketing*  
*Selling Power*  
*Scottsman Guide*

*Are You Ready To Join The Ranks of Rain Makers?*

Call 832-215-2741 to schedule the Rainmaking Presentations Seminar for Your Organization

*Available as a 1-2 day intensive seminar or one-on-one mentoring.*

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