


How to Become a Rainmaker: The Rules for Getting and Keeping Customers and Clients


By Jeffrey J. Fox



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Now Updated and with New Success Tips! Rainmakers are not born. They are made. And Jeffrey Fox's powerful HOW TO BECOME A RAINMAKER will get you there. Filled with smart tips given in the Fox signature style, counter-intuitive, controversial, and practiced, this hard-hitting collection of sales advice shows readers how to woo, pursue, and finally win any customer. In witty, succinct chapters, Fox offers surprising, daring, and totally practical wisdom that will help readers rise above the competition in any company in any field. A terrific resource for CEOs, as well as anyone looking to distinguish themselves in sales--be it books, cars, or real estate--*How to Become a Rainmaker* offers the opportunity to rise above the competition in any company, in any field.

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Editorial Review

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This is an afternoon read, pure and simple. And chances are good that once readers accept Fox's hard-hitting yet commonsense approaches, they'll accept his sales process, which applies, by the way, to selling widgets, promoting intangible services, or selling yourself. Every one of the author's 50 two-page to four-page chapters contains just one nugget of information more than the preceding section, enough to keep the momentum and the attention. A sad story about the hazards of drinking coffee (it spilled--and the prospect was then distracted by a second crisis) is followed by a notice not to eat a major meal during a sales lunch, which is promptly followed by "no pen in the shirt pocket" advice. Fox's seemingly disparate hints and tips, in short, comprise a very logical and memorable way of rainmaking, and a short tome that will show anyone the how-tos. *Barbara Jacobs*

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Review

"the best book on selling I've seen. Period." -- *Gerald Sindell, President, Publishing Consulting Services*

About the Author

Prior to starting Fox & Co. **Jeffrey J. Fox** worked in senior positions for three high powered consumer and industrial marketing companies. He was Vice President , Marketing, and a Corporate Vice President of Loctite Corp, now Henkel/Loctite. He was Director of Marketing for the wine divisions of The Pillsbury Co. He was the Director of New Products for Heublein, Inc, now Diageo. (All three companies became clients of Fox & Co.) Jeffrey is the winner of *Sales & Marketing Management* magazine's "Outstanding Marketer Award;" winner of the American Marketing Association's "Outstanding Marketer in Connecticut;" and the National Distributors Association's award as the nation's "Best Industrial Marketer." He is the subject of a Harvard Business School case study that is rated one of the top 100 case studies, and which is thought to be the most widely taught marketing case in the world. His books have been published in 35 languages. His offices are in Chester, Connecticut.

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