



## THE RAINMAKERS' FORUM™

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### **Jeri Quinn**

President

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[www.DrivingImprovedResults.com](http://www.DrivingImprovedResults.com)

**Affiliation:** Driving IR

**Years in Present Occupation:** 5 Years

**Services Offered:**

Business/Executive Coaching and Consulting.

**14-Second Sound Bite:**

“I work with leaders and teams in small companies, who are frustrated with employees that repeat mistakes, don’t seem to care, and show no initiative — to create a culture of engagement and high performance. Results for my clients have included increased customer loyalty, happier work environment, predictable cash flow, reduced costs, more revenue, greater profit, competitive advantage, business growth, and more worry-free vacations for the leader.”

**How Jeri is Different From Others in the Field:**

- I have 35 years of experience in small business, 25 years of it at the helm of several firms, most of it as the owner of my own companies.
- My experience is in small business. “As a small business owner we eat what we kill.” Consultants trained in large organizations just haven’t lived the same challenges and, therefore, can’t truly understand the experience of the small business owner.
- I have educational and psychology background which gives me the ability to help clients learn and internalize, to reframe old paradigms. I understand learning theory and group dynamics and help clients assimilate new knowledge in brain-friendly ways.
- I connect people to resources and maintain a large ‘rolodex’ of contacts.

**The Best Way to Introduce Jeri:**

“It is my pleasure to introduce you to Jeri Quinn. She is an amazing resource because of her ability to connect people who should meet each other and the insightful way she asks questions that help you discover how to move closer to your goals. Even in the first complimentary meeting with her, you’ll come away with great value.”

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### PERSONAL PROFILE

Jeri Quinn is the President of Driving IR. Other business activities have included:

- COO, a transportation and logistics company.
- Regional director & fundraiser & corporate team recruiter, national non-profit organization.
- Owner, a real estate company that developed and constructed a commercial building and currently leases to tenants.
- Owner, a marketing company that did specialized projects for Penn State.
- Owner, a computer services company with 30 employees, 2 branches; bootstrapped, managed for 18 years and sold.
- Owner, a dance/movement therapy practice.

Jeri is married, with three grown children.

#### **Professional Designations and Other Distinctions:**

- Financial Women's Association Professional Development Committee former co-chair.
- Sustainability Institute Member.
- Certified Business Coach.
- Certified in Attribute Index.
- Certification in the DISC Assessment.
- Certified in the Values Index.
- Certified Kauffman FastTrac Facilitator.
- Resource Associates Facilitator Certification.

#### **Hobbies and Leisure Activities:**

- Dancing
- Reading
- Swimming
- Movies
- Concerts, Theater, Dance Performance

### ENTERPRISE PROFILE

Driving IR is a New York based coaching and consulting firm. Started in 2006 it has associations with other coaches and consultants throughout the United States and some international locations, with whom it partners on multi-location projects. Driving IR works mostly with closely held (often family owned) businesses on issues related to employee engagement, customer loyalty, culture development and change management.

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### AVERAGE ANNUAL CLIENTS REPRESENTED

A) Closely-held Businesses	
Early Stage	13
Under \$1 Million Annual Revenue	5
\$1-\$5 Million Annual Revenue	3
\$5-\$10 Million Annual Revenue	2
\$10-\$50 Million Annual Revenue	3
Over \$50 Million Annual Revenue	3
Categories	
Consulting	3
Entertainment	
Financial Services	4
Food Services	
Graphic Design / Marketing	1
Healthcare	1
Information Technology	
Light Manufacturing	
Heavy Manufacturing	
Non-Profit Organizations	1
Physicians	
Professionals	8
Real Estate Development and Construction	1
Retail	3
Service Companies	4
Warehousing and Distribution	
Other	3
B) Individuals and Families	
Income:	
Under \$100K Annual Income	
\$100K-\$200K Annual Income	
\$200K-\$400K Annual Income	
Over \$400K Annual Income	
Unknown	
Estimated Net Worth, Exclusive of Primary Residence:	
\$250K-\$500K	
\$500K-\$1 Million	
\$1-\$2 Million	
\$2-\$5 Million	
Over \$5 Million	
Unknown	

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## THE RAINMAKERS' FORUM™

REFERRALS SUMMARY		
	LIKELY REFERRALS TO BE MADE (TO)	POSSIBLE SECOND OPINION REFERRALS
Accountants	1	YES
Alternative Financing Sources		
Asset-Based Lenders	1	YES
Leasing Companies		
Other	3	
Attorneys		
Business / Transactional	6	YES
Bankruptcy / Turnaround	1	YES
Divorce		YES
Intellectual Property	1	YES
Real Estate	1	YES
Trusts and Estates	1	YES
Business Bankers	2	YES
Coach / Consultants		
Business Coach		YES
Life Coach		
Management Consultant	3	YES
Financial Planners	3	YES
Information Technology Firms	5	YES
Life / Health Insurance Agents		YES
Marketing and Communications		
Graphic Design / Websites	6	YES
Marketing / Sales Consultants		YES
Mortgage Bankers		YES
P&C Insurance Brokers	1	YES
Real Estate Agents / Brokers		
Commercial		YES
Residential	1	YES
Tenants' Representatives		
Wealth Advisors		

Enter "Yes" if you are capable of, and willing to, arrange for "Second Opinion" meetings with prospects for each category.



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NUMBER OF RELATIONSHIPS I MAINTAIN WITH PEOPLE IN THE FOLLOWING CATEGORIES			
	RELATIONSHIP		
	CASUAL	WORKING	AAA
Accountants	200	8	4
Alternative Financing Sources			
Asset-Based Lenders			
Leasing Companies	2		
Other		1	
Attorneys			
Business / Transactional		3	5
Bankruptcy / Turnaround	1		2
Divorce		1	1
Intellectual Property			2
Real Estate			1
Trusts and Estates	2		2
Business Bankers	2	2	5
Coach / Consultants			
Business Coach	200	50	20
Life Coach	5		
Management Consultant	1	1	2
Financial Planners	20		4
Information Technology Firms	6	1	3
Life / Health Insurance Agents	5	1	4
Marketing and Communications			
Graphic Design / Websites	10	2	1
Marketing / Sales Consultants		2	
Mortgage Bankers	3	1	1
P&C Insurance Brokers	1		2
Real Estate Agents / Brokers			
Commercial			2
Residential	10		2
Tenants' Representatives			
Wealth Advisors			1

- “Casual” – I know this person but we have not worked together.
- “Working” – We have worked together but we do not share an in-depth relationship.
- “AAA” – We share a deep, trusting relationship.



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### REFERRAL TRIGGERS

- Company being taken over by next generation.
- Company seeking a firm with cross-border contact.
- Company being purchased or sold.
- New or emerging company.
- Merger or acquisition transaction.
- Company or individual requiring a work-out.
- Suddenly acquired wealth.
- Foreign company opening U.S. subsidiary.
- Litigation issues.
- New invention.
- US company opening foreign markets.
- Rapidly growing business.
- Launching new product/service.
- Changes in ownership requiring contracts.
- Partner/shareholder disputes.
- Hiring key employees.
- Leaving corporate America and starting a new business.
- Needs to be a better business politician or learn to manage more effectively.
- Changing a career.
- Lacking sales/marketing expertise in-house (examples are typically technology and professional firms).
- Banks or other lenders reducing or eliminating credit.

### IDEAL REFERRAL SOURCES

- Accountants
- Benefits consultants
- Business/transactional attorneys
- Estate planning attorneys
- Property & casualty insurance brokers
- Anyone who enjoys AAA relationships with business owners and affluent families

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