



## THE RAINMAKERS' FORUM™

### SUMMARY OF SERVICES TO CLIENTS

	CORE PROGRAMS	PROMOTION PACKAGE	PRACTICE DEVELOPMENT PACKAGE
<b>I. Core “Client Quest” Marketing Program</b>			
Attendance at meetings with Rainmakers to develop relationships with centers-of-influence.	X	X	X
Client development through marketing joint ventures (Triads) with other Rainmakers.	X	X	X
Focus groups and surveys to develop a competitive edge.	X	X	X
Red Zone Huddles: Group problem-solving sessions with small groups of Rainmakers, facilitated by coaches.	X	X	X
<b>II. Optional Services for Incremental Fees</b>			
<b>A) Promotion Services:</b>			
Being featured in educational audios and videos, which are widely distributed/promoted.		X	
Being interviewed on radio and TV shows and appearing in syndicated columns.		X	
Media training.		X	
<b>B) Practice Development Services:</b>			
Marketing Effectiveness X-Ray: In-depth analysis of marketing strengths and weaknesses with observations and recommendations.			X
Confidential Surveys of Referral Sources: Expanded survey programs to determine market positioning.			X
Practice Development Coaching: Continuing one-on-one coaching by expert advisors.			X
Client Surveys: Confidential surveys to determine satisfaction, introduce new services, and request referrals.			X
Organizational X-Ray: An annual in-depth SWOT analysis of all key elements of the firm/practice unit, with findings and recommendations.			X
Confidential Owner and Staff Surveys: Uncover potential problems that may affect profitability and growth.			X

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