

Rainmaker Tactics Development Worksheet

(Adapted from Porter's Value Chain Model)

Cells at the intersection of the Client Type and the Tactical Principle show effective generic tactics used by accountancy practitioners. Use them as suggestions for the development of your own unique tactics. Note: Some of the cells containing the generic tactics apply to more than one principle, sales step or client type. In cases like that, cells have been merged for print clarity. These usages are merely suggestions. Tactics may be used where you feel they are applicable.

Support Activities	Your Business Model								
	Professionals, Staff and External Partnerships								
	Your Technology Resources								
	Your Knowledge Base								
Client Type	Tactical Principle	Principles					Provide Solutions	Handle Resistance	Gain Commitment
		Show Credibility	Provide Social Proof	Show Authority	Develop Affection	Show Consistency-Commitment			
Complex	Published Books, Public Speaking, Coaching, Webinars, Workshops & Seminars, etc., Being Interviewed, Being Quoted,			Networking, Community Involvement		Create a mild disturbance in prospects view of own position	Deep needs assessment. Custom proposal.	Adapt Value Proposition and Business Model	Negotiated engagement and work plan.
Consultative	Newsletters, Seeding, Self Published	P/R, Interviews, Being Quoted, Affinity Referrals, get published in trade association periodicals		Join Trade Association to network and be involved		Query risk if need or want not solved	Scripted needs assessment. Custom proposal.	Modify Value Proposition to add/remove services	Signed engagement or cash transaction
Transactional	Direct Mail, Telemarketing, Cold Calls	Testimonials, Endorsements	Promote licenses and credentials	Newsletters, discounts and gifts	Develop tenure and ability to keep Promises	Legal and financial risks described frequently.	Canned presentation with one call close or sign up	Answer and overcome objections	
Your Tactics	What Will Your Actions Be?								