

## HIRT&FRIENDS EXECUTIVE BRIEFING



Dr. Michael Hirt

---

To extend its reach, the HIRT&FRIENDS Executive Briefing is now available in English.

---

### Are You a Rainmaker?

A Rainmaker is a person who has an extraordinary ability to bring new business and new customers. Rainmakers are key individuals in organizations who typically enjoy high recognition and respect within the organization and beyond.

Rainmaker's successes are often so extraordinary that some attribute them primarily to unorthodox methods or almost magic.

The question of whether someone is a Rainmaker is actually easy to answer. Does this person bring new customers and new orders? But you have to keep in mind that you have to distinguish the real Rainmaker from the Showboat.

A Showboat creates a lot of dust and draws a great picture of the future, but unfortunately there are always 1000 reasons why this future doesn't happen, which of course have

nothing to do with the Showboat. What remains are empty promises and mostly an overdrawn expense account.

In contrast to this, the real Rainmaker brings real sales, i.e. “cash in the pocket” and not hot air. You don't recognize the real Rainmaker by his/her cool and daring statements, but by the millions that come into your account.

It is more difficult to recognize a Rainmaker than to become one. When I think of the Rainmakers with whom I have worked and from whom I have had the privilege to learn, I have noticed the following characteristics and skills in these people:

1. High emotional intelligence and ability to quickly build good working relationships with strong personalities
2. Low ego-needs, at least in relation to the customer, because the own ego should not stand in the way of the customer relationship
3. Ability to ask questions and listen
4. Sufficient intelligence and experience to quickly grasp important business, legal and technical contexts
5. Consistent customer orientation. Value and benefit creation for the customer is undisputedly in the foreground.
6. Opportunity orientation and ability to take controlled risks
7. Very stable self-esteem and ability to deal constructively with numerous setbacks
8. Quick grasp and analytical ability to understand and formulate business goals and benefits from a customer perspective
9. Creativity and the ability to solve problems creatively and out-of-the-box
10. High overall physical and mental resilience
11. Unbureaucratic, very fast and pragmatic
12. Reliability and “handshake quality”. Promises made to the customer are always kept.
13. High ambition, determination, focus and relentless goal orientation ("killer instinct")

Give yourself five points for each of the 13 traits you have very strong, three points for each trait where you are quite good at but have room for improvement, and zero points for each trait where you are currently unsatisfactory.

If you have a total of between 50 and 65 points, you can confidently call yourself a Rainmaker, if you have passed the first test, which is to generate real sales.

### **In a nutshell**

The real Rainmaker can't be recognized by cool talk, but by the millions that come into your account.

All the Best!

Michael Hirt

---

A free, monthly newsletter that provides managers with practical and quickly implementable measures to improve performance and results, based on the consulting approaches, books and seminars of Dr. Michael Hirt. Under [www.hirtandfriends.at](http://www.hirtandfriends.at) you have access to the newsletter archives and numerous other free resources. I hope you enjoy the implementation!

**Dr. Michael Hirt**



Forward



Share



+1



Share



Tweet

© 2017 HIRT&FRIENDS GmbH. Wir erteilen die Erlaubnis zur Weiterleitung und zur Verwendung der Inhalte unter Angabe der Quelle.

*Copyright © 2015 HIRT&FRIENDS GMBH, All rights reserved.*

[unsubscribe from this list](#)   [update subscription preferences](#)