



growth for you and your business



# our purpose

## **We supply our clients with**

Customised learning and development activities

- Focused on people in business
- What, when, where and how they want them
- Delivered by passionate and professional experts

## **We deliver to people in businesses**

Who believe that spending time developing people

Enables them to attract and retain high performing Employees

Employees who in-turn deliver excellent Customer Service

Customer service which in-turn creates loyal customers at a lower cost of sale

A Lower cost of sale delivers superior profitability to their business

## **We demonstrate together with our clients**

The linkage between learning and development activities and profits

The benefits to their people and the return on investment to their business

We work with them to improve both measurements and results



## our expertise:

- **Consulting that supports clear business objectives**
  - Key process reviews
  - Improving specific areas of your business
- **Clarification of business visions and goals that**
  - turn into focused, actionable and reviewable business plans
  - highlight areas for people development
- **Designing, Developing and Deploying People Development Programs**
  - that change behaviours and produce measurable results
- **Improving the Opportunity Generation and Sales Processes in businesses**
- **Building of personal development plans and commitment to achieve them**



## our clients

Business people and executives in:

- Organisations with a passion for growth
- Organisations looking to accelerate change
- High technology products and services based industries
- Services-based companies delivering high value added services
- Customer facing positions generating business
- The process of a career change (e.g. promotion gained or missed) or in need of clarification of personal and professional goals



## who are our services for?

- Leaders, Directors and Business Owners
- Managers : New and Experienced
- Sales People and Sales Managers
- Services deliverers
  - (Consultants / Project managers / Engineers, Pre-sales)
- Human Resources Teams
- Customer-facing professionals



# some of our clients



CareSys software designed for care providers



Representing the UK technology industry



## a few examples of some of our recent projects

- A Performance and **Talent Management Training** program for 30 GMs of TMP World wide UK Ltd with improvements in employee satisfaction and reduced attrition rates.
- A **Fixed price / Fixed deliverable** series of **Senior Manager Executive Coaching** sessions for a London client with remarkable turnarounds in performance ranking on all candidates
- An series of **Capability based Interviewing skills workshops** together with tailor made interview questions for a call centre team enabling them to disband a London based team and hire a completely new Bristol based team in record time.
- **Account Planning and Coaching** to assist a UK focused IT reseller with improving G.P. and moving to a services focus
- An **Assessment centre** based ,capabilities review of a UK wide **Services Selling Sales Team** . Follow-on **sales training** of the successful candidates with a consequent improvement in sales
- Breakthrough focused **business planning session** for Caresys (a Healthcare software company ) + A set of **behavioural profiles** for each Board Member to enhance their team working The Board of Directors reports major improvements in productivity for them as a team and report increased revenues & increased buy-in to the plan from all members of the company
- A series of **one day seminars** on “Helping IT services people generate business opportunities for their companies” in conjunction with INTELLECT UK (The UK’s Hi Tech Trade association ) where we get reports of large deals being discovered by attendees



# Microsoft®

# SMSG*Readiness*

## Sales, Marketing & Services Group

Congratulations, To the Rainmaker Coaching Team

Each month the Trainer Readiness team recognizes trainers who have shared their expertise and contributed to the success of others by delivering high quality training to the field.

We would like to recognize your instructor quality results delivering the:

WaveMaker - Career Coaching for Managers course

During the month of February and December 2008.

Our quality goal is a 4.1 (on a 5 point scale).

Results for your February 2008 delivery are shown below:

The instructor was knowledgeable about the subject matter 5

The instructor's presentation skills helped me better understand the material 5

In recognition of your results, we are posting your name on our internal Trainer Readiness web site.

Congratulations!

Regards,  
SMSGR Trainer Readiness



# hi level business planning & people development processes

## Personal Development Process PDP

### **Business Objectives**

**(What does the business want to achieve?)**

### **Team Objectives**

**(What does the Team need to achieve?)**

### **Individual Objectives**

**(What does each individual need to achieve?)**

**\*\*\***

### **Skills Assessment**

**(A measure of the skill required to do the job?)**

**\*\*\***

### **Development Plan**

**(What Developmental support is required  
to enable the people  
to achieve the objectives  
& attain the competencies & skills?)**

# our services

## Services to Support People Development

### **Consultancy and Change Management skills**

- Creating clear Plans and Visions
- Managing Stakeholders & Assessing Risks
- Executing a Communication strategy
- Key Process Definition and Review

### **• Employee and Manager Assessment services**

- Profiling Behaviours using The Rainmaker Performance Profiler
- MBTI and similar personality profiling systems
- Construction and running of assessment centres and interviewing
- Simulations to assess client facing teams

### **•Systems and Processes skills**

- Managing Open Items in a Project
- Managing Business Opportunities
- Implementing CRM and HR Systems
- Key Process Visualisation Review and Dashboards



# our services

## **Business Planning Workshops & Plan Co-Creation services**

- Creating and reviewing a business plan with a Leadership team
- Scenario Planning for your business
- Account Planning for a larger Share of Client Wallet
- Client Development Planning for Services teams
- Talent Management and Succession Planning



# comments from our clients on our service delivery

## Business Planning

### **Rick Barton .. CEO of Emunio Consulting says...**

"The emunio board engaged with Rainmaker to enable us to better understand and articulate our business strategy. We now have a clear vision, mission, values and 3 year plan. With his obvious knowledge of business planning coupled with the techniques he applied we very quickly began to produce the key components of our company strategy, as well as a robust framework for our plans short, medium and long term. Emunio now has much more purpose and direction and Rainmaker's input has played a significant part in this."

"The scenario and business planning sessions Rainmaker facilitated with the management team at Empower were powerful and illuminating.

Their skill and experience in this area certainly helped us to move forward significantly towards where we needed to be. I recommend the team to you."

**Phil Lawler: Chairman of Empower Ltd .**

### **Business Mentoring:**

Rob really focused myself and the team on our plans going forward.

As a personal executive coach for me I found him an excellent foil.

He kept us on track and we're now focused on implementing the plan we built with his help. I'd recommend him to you "

**Mark Dean Managing Director Elite Couriers:**



# our services: training and development

## Business Development or Rainmaking for Services People

- Exploring limiting beliefs in the services team
  - The difference between selling and influencing
  - Discussing the trust the client has in you and congruence
- What makes an advisor trusted?
  - How to influence and feel good about it
- Knowing what opportunities to look for...
  - Opportunity mapping in your accounts
- Developing Rapport,
- Asking business development questions and listening
- Influencing techniques
  - Latest thinking from Cialdini and others
- What can rainmakers do and not do in the buying selling process?
  - Having the sales team working with the rainmakers:
  - Who does what? Who must do what? Who cannot do what?
- Logging and following up on opportunities

## Delivered:

- How you want
- When you want
- Where you want
  - On-site Off- site
  - Multi Day One day
  - 2 hour Learnburns
  - e-university & e-coaches
  - Face to face / web phone



## comments made by attendees of our programs

### **Rainmaking Program**

"You made me consider the communication that I have with clients and how much I need to follow through with them". Philip Bowditch: Emunio

"You removed misapprehensions.

I realise that rainmaking isn't hard core selling just relationship building"

Gary Deane: Emunio

"It's a great framework to sell yourself and your company.

I feel more at ease with "Selling" John Sincliar: Emunio

"I have a better understanding of the way in which consultants can assist the sales process".

John Coppins

"I wanted to understand how consultancy could benefit / influence sales.

You showed me how" Stuart Wileman Nexor

"I now realise that this can be viewed , not as sales, which is a huge step to getting buy-in from the techies! "

Alison Hollingworth Nexor

"I liked the many and varied exercises –putting techniques into practice illustrated it best for me" Steve Parker



# our services: training and development

## **Sales Skills Training**

- Gaining rapport quickly,
  - Telephone skills,
  - Building your elevator pitch,
  - Asking questions,
  - Influencing skills,
  - Sales Presenting,
  - Negotiating,
  - Account development
  - Closing and objection handling skills
- 
- Sales Simulation for bringing it all together

## **Delivered:**

How you want  
When you want  
Where you want

- On-site Off- site
- Multi Day One day
- 2 hour Learnburns
- e-university & e-coaches
- Face to face / web phone



# our services: training and development

## Managing Successful Projects Topics

- Planning for success
- Change Management
  - Risk assessment
  - Stakeholder management
- Open Item Management
- Systems to support projects
- Project Management soft skills

We would ask the questions ..

- What competencies do we expect your staff to have?
  - Understanding the PM Framework
  - Understand the importance skills of:
    - The Scope Document
    - Preparing and maintaining a Gantt Chart
    - Preparing a work breakdown structure
    - Understanding and mitigating risk
  - How to manage change effectively
  - Closing and learning from a project
  
- What are the management skills required?
  - Leadership & motivation
  - Managing a team
  - Conflict resolution
  - Communication
  - Decision making

## Delivered:

- How you want
- When you want
- Where you want
  - On-site Off- site
  - Multi Day One day
  - 2 hour Learnburns
  - e-university & e-coaches
  - Face to face / web phone



# our services: training and development

## Managing Talented People

- Interviewing and selecting the right people
- Setting and Measuring SMART Objectives
- All aspects of Performance Management
- Conducting No Surprises Appraisals
- Managing Conflict
- Communicating with Impact
- Coaching and Mentoring your people
- Developing willing successors

## Delivered:

How you want

When you want

Where you want

- On-site Off- site
- Multi Day One day
- 2 hour Learnburns
- e-university & e-coaches
- Face to face / web phone



# Business and Executive Coaching

- Rainmaker Coaching to create Business Development skills in Consultants and Services deliverers
- Owner Coaching for SME business Owners
- Leadership Coaching for Company Directors
- Executive Coaching to renew and develop experienced Managers
- Transition Coaching for new Managers
- Sales Coaching to develop Sales and Sales Management skills
- Career Coaching for people who want and missed out on internal opportunities
- Individual Career Coaching for those seeking new and external opportunities
- **Fixed Price and Fixed Deliverables for all of the above**



## comments made by people who've experienced our coaching

### Career Coaching

*"Rob and Rainmaking coaching gave me belief and confidence to market and promote myself which has led to many good work opportunities. The key which Rob helped me with is understanding the need to work out what makes you tick and how you present to the outside world, once you have mastered this anything is possible!*

*The concept of being a 'rainmaker' and making things happen in your life is absolutely right."*

**Mark Lloyd - Mark Lloyd Associates Ltd**

### Executive Coaching

"The Business Coaching program conducted by Rainmaker has been one of the most instructive and useful experiences of my working life. The Rainmaker coach quickly understood my business and challenges and provided a non-judgmental, balanced and pragmatic view. This allowed me to take a step back from day to day operations to focus first on week to week, then month to month and now quarter to quarter planning and beyond.

The strategies I was able to formulate and implement since my coaching have had a dramatic bottom line impact and allowed me to become a more effective manager and leader. I would recommend this coaching to anyone who struggles to find the time to deal with the big stuff that makes the small stuff work smoothly"

**Tom Legge General Manager at TMP UK Ltd :**

"The coaching, training and personal development that I have received from Rainmaker has been excellent. The coaching in particular has been a revelation.

I have found it has really opened my eyes in terms of what is possible for me, my family and my business team. He even unintentionally helped me give up smoking

**Julian le bray: Morgan Lovell UK**



## our services

# 1 to 1 Executive Mentoring

Mentoring in short is **Coaching on a topic** where the coach has experience and knowledge

It is used by busy leaders who do not wish to sit in a classroom but are happy to work with a mentor

A topic is agreed between mentor and Executive from this list (or derivatives of it)

### **Business Development**

- Getting to rapport quickly
- Asking great questions
- Influencing skills
- Presenting
- Negotiating
- Closing and objection handling skills

### **Managing Successful Projects**

- Planning for success
- Change Management
  - Risk assessment
  - Stakeholder management
- Open Item Management
- Project Management soft skills

### **Managing Talented People**

- Interviewing and selecting the right people
- Setting and Measuring SMART Objectives
- All aspects of Performance Management
- Conducting No Surprises Appraisals
- Managing Conflict
- Communicating with Impact
- Coaching and Mentoring your people
- Developing willing successors



## Our People

### Rob Biggin



Owner of Rainmaker Coaching  
Master NLP practitioner  
Fellow of the Institute of Business Consulting  
24 years with Hewlett – Packard In UK and Europe

- Sales & Sales Director
- Marketing Director UK
- MD of Healthcare Business UK & Ireland
- EMEA Marketing Director for IT Services business

Works with services + delivery-focused clients  
He helps them develop more business with their clients  
Executive Coach & Trainer

### Kevin Howes



Kevin has spent more than 25 years delivering bottom-line results in blue-chip companies and SMEs. His experience and successes have been in the financial services, IT, telecommunications, automotive and pharmaceutical sectors. His clients tell him they like his informal, practical, straight-talking approach and his knack of quickly pinpointing where performance can be improved. He builds enduring relationships at all levels based on mutual trust, personal credibility and a passion for achieving agreed results.

### Allan James



Allan co-founded Hewlett-Packard's European Organisation Development and Consulting service. He's worked for over ten years advising HP Business Leaders on Country, European and Global assignments on implementing change. His approach is pragmatic and cuts through the complexity that surrounds this topic. His practice is grounded in good theory. Allan has an MSc in Organisation Consulting and a DMS. He was Management Development Manager at his time with Rothmans international. He was also Management Development Manager at HP.

## Our People

**Kate  
Burton**



Kate is Best Selling Author of  
'NLP for Dummies' and the "NLP Workbook for Dummies "  
' Building Confidence for Dummies'

Works with professionals who want to communicate powerfully and lead with their natural talents  
NLP Master Practitioner  
Certified NLP Coach  
Executive coach to CIOs, Directors, Business Owners and Partners

**Bella  
Mehta**



Bella Worked as a management consultant for Deloitte Consulting  
Project Manager for BBC News for twelve years.

Maintained a parallel career in counseling, coaching and humanistic psychology,  
Gained a Diploma in Humanistic Psychology (Advanced Facilitation, Coaching and  
Change Management) from the Institute for the Development of Human Potential

Co-author "Make It Your Business:

The Ultimate Business Start-Up Guide for Women"

Appeared as a business commentator on BBC 2 program "Working Lunch"

Commentated on business on various local and national radio stations. .

**Gail  
Brown**



Gail's an experienced management consultant

Now specialising in executive coaching and facilitation.

- She has proven expertise in Performance Management, Strategic Planning, Change Management, Job Evaluation, Design & Delivery of Management Development Training courses, Career & Redundancy Counselling and Executive Coaching

She tailor s the most appropriate and unique program for each of her clients

She delivers in-house coaching skills training.

## Tony Bulleid



Tony is a seasoned high-tech expert, business management consultant, and computer industry expert. He spent 15 years at Hewlett Packard as a salesman, account manager, and sales manager. He served in the positions of Sales Director, Marketing Director, Operations Director, Managing Director, and finally as Vice President and then Senior Vice President of Europe, Middle East, and Africa for a variety of global organisations.

Tony knows the channel from the basement to the penthouse suite.

Tony has developed keen skills in energizing sales and marketing channels which lead to achieving sustainable revenue growth and profitability, even in difficult market conditions and highly competitive channel environments.

## Chris Stott

- Chris is a highly successful and experienced consultant .
- He's worked with a number of blue chip companies, local authorities and other public sector organizations including BAE Systems, BVT Surface Fleet, Agusta Westland and Network Rail and Costain.
- He specializes in leading individuals and project teams through change using a holistic approach that recognizes the critical balance between project process and human behaviours.
- Particular areas of interest include; the skills and values of a successful project manager, creating project objectives from an unbounded vision/scope and the skills, attitudes and behaviours required to produce decision based project reviews.

## Peter Miller-Smith



Peter spent much of his career as an executive with 3M Corporation, with 9 years in Brussels, The USA and The Netherlands running a number of different businesses.

From his own experience he understands that real success can be gained through the people I n the business and helping them to realise what they are really capable of achieving.

Peter focuses his work in these key areas:

- Helping executives to: Get clarity ,Focus on delivering on the objectives for the business
- Accelerate the performance and effectiveness of individuals and teams
- Assisting Management to: Gain effectiveness across a diverse workforce & Bring a coaching culture to their business
- Helping individuals to: Look for career progression & To develop confidence and be clear on their 'Personal Brand'



## Elwyn Hopkin



Elwyn has over 25 years experience in the IT industry with Hewlett-Packard the majority of which has been in the support and services sector.

He was promoted to Director of Software Services for the UK and then to a pan-European role leading an EMEA consulting practice.

Elwyn has a tried and tested track record in developing new businesses and implementing change, An area he specialises in. He believes that motivating teams and individuals to achieve their best and exceeding customers' expectations are vital to ongoing business success.

He particularly enjoys interacting on a one to one or team level, to help clarify the vision and produce the desired results quickly by tightly linking plans, tactics and team objectives, communicating clearly and involving customers as appropriate.

## Graham Hodge

Graham has been involved in consulting for over twenty years

Has strong experience in general management and sales of complex solutions.

He grew considerable experience as a supply chain manager for a division of Hoescht.

- In Hewlett Packard he was consultant on manufacturing and supply chain systems for Unilever globally. After setting the first pan-European consulting team in HP he moved into global sales management
- His last role in HP was general manager of their 800 people consulting business in Northern Europe. In this role returned the business to profitability, growth and increased confidence and belief
- Since 2003 Graham has been a consultant, executive coach and interim manager.
- He is a non executive role with a consulting company working in the area of human rights and business.
- He is an NLP practitioner and master practitioner and holds a certificate in coaching.

## Chris Gamblin



Chris has been a Director and Senior Consultant for fifteen years and has worked closely, and at senior level, with companies such as JCB, Mowlem, BAE Systems, and Vodafone.

He has worked with Government departments such as the MOD and in a variety of Housing Associations.

Chris also partners with Manchester Business School and Liverpool University.

Chris was previously European HR Director for Northern Telecom, and UK (Sales) HR Director for Hewlett Packard.

His experience is in Top Team alignment and Business Direction (Strategy Development).

He is a specialist in leadership and culture development.

[www.rainmaker-coaching.co.uk](http://www.rainmaker-coaching.co.uk)

**PO Box 3499  
Wokingham  
Berks  
RG40 9BU**

**Phone 0845 652 1955**



growth for you and your business

