



## **Raising the Bar: The Seven Habits of the Highly Effective Rainmaker**

Rainmaking is serious business and it can be more enjoyable than you thought. Producing the results you want means leaping past tactics like cocktail parties, charity committees and golf outings to embrace a new paradigm that is far easier and more effortless than you may have imagined possible. In this practical, no-nonsense program, Business Development Coach Robin Hensley will show you how to use The Seven Habits of the Highly Effective Rainmaker to 1) produce a steady stream of new clients, 2) increase revenue from existing clients and 3) maximize the return from non-billable business development time while still achieving your billable time goals:

1. Develop a headline statement
2. Define your specialty brand and build an individual marketing plan that leverages your passions and your strengths
3. Establish a personal powerful presence
4. Use your “NetWeaving” skills to transform trusted advisors into referral engines
5. Transform networking events usually spent wandering around marketing into focused activity that produces tangible results
6. Leverage social media to increase your visibility
7. Incorporate systems for staying in touch into your daily routine

**Robin Hensley** is a business development coach specializing in coaching attorneys and CPAs who are at the top of their game to maximize their rainmaking skills. Robin was on the audit and consulting staffs with Ernst & Young for five years and was with the law firms of Kilpatrick Stockton and Swift, Currie, McGhee & Hiers in both marketing and business development roles for more than six years. She served on the Northside Hospital board of directors for 10 years and currently sits on the board of directors of Superior Uniform Group, a NASDAQ company, where she chairs the audit committee. Robin also serves on the advisory board of The Atlanta Legal Aid Society and is an honorary lifetime board member of the Metro Atlanta Chapter of the American Cancer Society. Named by *Atlanta Business Chronicle* as one of "Atlanta's Top 20 Self-made Women," Robin's record as a business development coach has been featured in numerous publications including the *Atlanta Business Chronicle*, *The Atlanta Journal-Constitution* and *The Daily Report*. She is also the Exclusive Executive Coach for Atlanta's *Business to Business* magazine. Her newest book, *Raising the Bar: Legendary Rainmakers Share Their Business Development Secrets*, was published in 2009.