REILLY
SALES CONSULTING

THE RAINMAKER SYSTEM

V 1.0

FRAMEWORKS THAT TRANSFORM SALES CONVERSATIONS INTO PREDICTABLE, PROFITABLE DEALS. CONSISTENTLY

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THE RAINMAKER SYSTEM

Introducing **The Rainmaker System!** A comprehensive guide for professional service firms to structure their business development. This system helps you:

- Establish trust-driven sales processes
- Streamline proposal development
- Enhance referral strategies

Transform your firm's growth trajectory with these proven methods.

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BRANDING GUIDE FOR CONSULTANTS

CRAFT A PRESENCE THAT ATTRACTS CLIENTS, COMMANDS AUTHORITY, AND CONVERTS CONVERSATIONS INTO BUSINESS

Audience: Independent consultants, partners, experts building personal/founder brands

What It's For:
Clients don't just buy capability. They buy **clarity and confidence**. This guide helps you build a consulting brand that signals expertise, solves real problems, and attracts ideal-fit clients, before the first pitch.

THE CONSULTANT BRAND CLARITY FRAMEWORK

STEP 1: DEFINE YOUR "CORE AUTHORITY STATEMENT"

Fill in this positioning formula:

"[WHO] come to me when they want to [WHAT], so they can [WHY]."

Example:

I help growth-stage B2B companies fix their sales systems, so they can scale revenue without hiring faster than they can train.

✳️ **Use this on LinkedIn, proposals, and intros.**

STEP 2: CRAFT A SIMPLE EXPERTISE LADDER

Layer	Description	Example
Topic Authority	Your niche	B2B sales ops, service firm growth
Method	Your IP	Efficiency Blueprint™, Operations Optimizer
Proof		"Saved 3 FTE in 90 days"
Perspective	Strategic POV	"Systems define results."

✳️ **Use this to build your LinkedIn "About" section or bio.**

STEP 3: OPTIMIZE YOUR LINKEDIN PROFILE (MINI AUDIT)

Headline

☐ Clear benefit to a buyer: "I help [X] achieve [Y]"

☐ Avoid: "Founder | Speaker | Builder" → vague, unsearchable

Banner

☐ Use a clean, branded image or phrase

☐ Optional CTA: "Book a strategy call" and Calendly link

About Section

☐ First line = hook ("If you're [X], and dealing with [Y], keep reading.")

☐ Add client results, frameworks, and credibility signals

☐ End with a call to action ("Let's connect if…")

Featured Section

☐ Pin your lead magnet or case study

☐ Add podcast guest spots, interviews, or articles

STEP 4: AUTHORITY-BUILDING ACTIVITIES (PICK 1–2 PER WEEK)

✅ Share "open loop" posts on LinkedIn (problem → insight → hint of solution)

✅ Post 1 client win per month (with permission or anonymized)

✅ Publish a teardown of a bad pitch or broken process (educational, not snarky)

✅ Run a free 30-min session on your IP for your network

✅ Record 1 Loom/month on "How we solve [X] at [Firm]"

⭐ **Pro Tip:**

You don't need to go viral. You need to show up *strategically, consistently,* and with *clarity*. When the right person scrolls by, they should know: "This is who we need."

FEE STRUCTURE CALCULATOR

PRICE YOUR CONSULTING SERVICES WITH CONFIDENCE, CONSISTENCY, AND MARGIN CLARITY

Audience: Partners, managing directors, finance leads, solo consultants scaling up

What It's For:
Professional services firms often underprice or over-discount out of uncertainty. This calculator helps you confidently structure flat fees, retainers, and project rates, anchored in value, effort, and profitability.

FEE STRUCTURE CALCULATOR OVERVIEW

This tool allows you to:

✅ Calculate hourly equivalents without selling hourly
✅ Set tiered pricing based on scope complexity
✅ Model margins by project type
✅ Build consistent fee structures across clients and service lines

SECTION 1: BASELINE INPUTS

Field	Example Value	Description
Annual Revenue Target	$750,000	What you want the firm (or you) to generate annually
Billable Weeks	40	Subtract for holidays, admin, internal work
Billable Hours/ Week	25	Actual client-facing time
Utilization Rate	80%	% of those hours you actually want to bill

Auto-calculates:

- Break-even hourly rate
- Recommended “floor” for project pricing
- Weekly/monthly retainer thresholds

SECTION 2: PROJECT PRICING ESTIMATOR

Task Type	Est. Hours	Value Multiplier	Rate Applied	Line Item Total
Diagnostic	12	1.5x	$350/hr	$6,300
Training Design	16	1x	$350/hr	$5,600
Strategy Delivery	8	2x	$350/hr	$5,600
Retained Support	10	1x	$350/hr	$3,500

→ **Subtotal:** $21,000
→ Add % buffer for value anchoring (10–20%)
→ Total Investment: **$23,100**

✳️ **Tip: Adjust multiplier based on client urgency, strategic impact, or risk complexity.**

SECTION 3: RETAINER STRUCTURING GUIDE

Retainer Tier	Monthly Fee	Includes
Essentials	$6,000	Advisory and 1 live session/month
Standard	$9,500	Advisory and async and 2 live sessions
Intensive	$14,000	Weekly coaching and live ops support

✅ **Add "expiring hours" clause to control scope creep**

✅ **Include performance metrics or deliverable cadence**

COMMON PRICING TRAPS (AND FIXES)

Mistake	Fix
Pricing per hour	Anchor to outcome or business value instead
Quoting before scoping	Use discovery doc first
Giving flat discounts	Offer added value (bonus session, roadmap doc) instead of reducing fee
No clear renewal structure	Build in optional phase 2, auto-review clause

⭐ **Pro Tip:**

Always price for *value created*, not time spent. If your work adds $500K of clarity or capability, $25K isn't expensive, it's a good investment.

CONSULTATIVE SELLING GUIDE

WIN BUSINESS WITHOUT PITCHING BY USING CONVERSATIONS THAT CONVERT TRUST INTO REVENUE

Audience: Partners, senior consultants, managing directors, BD leaders

What It's For:
In professional services, "selling" often feels uncomfortable or unnatural. This guide reframes sales into a consultative, client-first dialogue that's high-trust, high-conversion. No sleazy tactics, just structured conversations that create clarity.

THE 6-STEP CONSULTATIVE SALES FRAMEWORK

STEP 1: WHERE ARE THEY NOW?

"I'll ask a few questions to get a sense of where things are now, where you're heading, and what's in the way, sound good?"

☐ Establish psychological safety
☐ Reassure: no pitch, no pressure
☐ Position yourself as strategic partner, not vendor

STEP 2: WHERE DO THEY WANT TO BE?

"What does success look like for you in the next 6–12 months?"

☐ Understand the *real business goal*
☐ Anchor around vision, not problems
☐ Dig into personal stakes (what's at risk if this fails?)

STEP 3: IDENTIFY FRICTION AND GAPS

“What’s slowing this down, or creating risk?”

- ☐ Listen for internal blockers (buy-in, bandwidth, clarity)
- ☐ Identify system or capability gaps
- ☐ Confirm urgency: “What happens if this persists another quarter?”
- ☐ What have they tried in the past? Why didn’t it work?
- ☐ What happens if they do nothing?

STEP 4: POSITION OUTCOMES, NOT OFFERS

“If we could remove that friction, what becomes possible?”

- ☐ Paint a picture of after-state
- ☐ Tie outcomes to revenue, time, peace of mind, or career wins
- ☐ Don’t pitch the service yet. Stay high-level
- ☐ Drive to discussions to outcomes that roll into your ROI

STEP 5: INVITE COLLABORATION

“Would it be helpful if I shared how we’ve solved similar challenges with [X firm]?”

- ☐ Ask permission to propose
- ☐ Tailor the example to their language and goals
- ☐ Start with *how you think*, not what you sell
- ☐ Give examples of how other clients have solved similar problems, and the outcomes

STEP 6: ANCHOR NEXT STEP

“Based on what I’ve heard, I’d suggest a [diagnostic / proposal / workshop] next. Does that feel like the right move?”

- ☐ Offer a low-friction next step
- ☐ Align to their pace and decision structure
- ☐ Book time *on the call*, if possible

BONUS LANGUAGE PROMPTS (CONSULTANT-FRIENDLY)

- “Can I share a perspective I’ve seen work in similar firms?”
- “I’m happy to be a sounding board even if it’s not a fit.”
- “Would it be helpful if I sent you a short briefing on how we think through this?”

⭐ **Pro Tip:**

Professional services buyers don’t buy *information*. They buy **clarity and confidence**. Your sales process should feel like the beginning of the solution.

TIME MANAGEMENT TOOLKIT

PROTECT YOUR BILLABLE HOURS. ELIMINATE CONTEXT-SWITCHING. WIN BACK YOUR WEEK

Audience: Consultants, partners, solopreneurs, delivery leads juggling sales and execution

What It's For:
In professional services, **time is inventory**, but most firms run chaotic calendars, kill momentum with interruptions, and lose revenue to avoidable admin. This toolkit helps you install a schedule that protects deep work, revenue time, and *your sanity*.

TIME MANAGEMENT TOOLKIT FOR SERVICES PROS

STEP 1: WEEKLY SCHEDULE TEMPLATE (TIME-BLOCKED)

Block	Focus	Sample Hours
Deep Work (Strategy, Writing)	No meetings, no Slack	Mon/Wed 9:00–12:00
Delivery Calls	Client-facing sessions	Tues–Thurs afternoons
Biz Dev / Sales	Pipeline, proposals, referrals	Mon/Wed 2:00–4:00
Admin and Email	Invoicing, CRM, ops	Fri 10:00–12:00
White Space	Overflow and flex	Friday afternoons

✳️ **Save your *best brain time* for highest-value work (not emails).**

STEP 2: DAILY FLOW FRAMEWORK (THE 5-BLOCK METHOD)

1. **Launch (15–30 min)** → Prioritize, set outcomes

2. **Deep Focus Block 1** → Project, proposal, strategy

3. Shallow Work / Email Sweep → Tight 45 min

4. Deep Focus Block 2 → Client work or BD

5. **Wrap and Review (15 min)** → Recap and reset tomorrow

STEP 3: PRE-SCHEDULED CLIENT RHYTHM

Touchpoint	Frequency	Format
Weekly Standups	Weekly	30 min Zoom or async Loom
Mid-Engagement Review	Once per project	Live call and doc
Monthly Summary	Monthly	PDF and context bullets
Final Debrief	End of engagement	Strategic next-step call

✳️ **Why:** Creates client confidence → *reduces random requests* → protects your calendar

STEP 4: BOUNDARY SCRIPTS THAT BUY YOU TIME

When asked for ASAP turnaround:

“Let me align this with our current client load and I’ll confirm earliest possible window. I want to make sure we give this the right attention.”

When they want to book “any time this week”:

“Tues/Thurs are my dedicated client call windows, want to grab something there?”

When you’re in mid-project and new leads pop up:

“I’ll follow up Friday during my new inquiry block. It keeps everyone focused during delivery windows.”

BONUS: “CALENDAR CULTURE” INTERNAL TIPS

✅ Book “Think Time” like it’s a meeting

✅ Schedule your proposal-writing window before the call even ends

✅ Batch calls → Zoom fatigue is a revenue killer

✅ Use Calendly/Cal.com links with preset logic for delivery slots

⭐ **Pro Tip:**

If you *don’t control your time*, your clients will, accidentally, but consistently. The most successful consultants don’t work more hours, they *protect the right ones*.

⭐ **Pro Tip:**

Download an activity timer on your phone. These apps enable you to track your time spend on different categories of activities, such as business development, billable hours, personal time, etc. Sometimes we feel we've spent a lot of time focus in one area when we actually haven’t. The timer doesn’t lie.

NETWORKING EVENT CHECKLIST

MAKE EVERY HANDSHAKE COUNT BEFORE, DURING, AND AFTER THE ROOM

Audience: Consultants, partners, business developers, speakers, firm founders

What It's For:
Most consultants waste networking opportunities by being unprepared, unfocused, or too passive. This checklist gives you a sharp, no-fluff approach to walk into any room with purpose, and walk out with real opportunities.

THE STRATEGIC NETWORKING EVENT CHECKLIST

PHASE 1: BEFORE THE EVENT

☐ **Define Your Goal:**

"I want to meet [X type of people] and have [Y number] of meaningful convos."

☐ Research the Room:

- Who's speaking? Who's attending?
- Any past clients, current prospects, or ideal partners?

☐ **Pre-book 1–2 Meetings:**
Reach out before the event:

"Saw we'll both be at [Event]. I think it's worth grabbing 10 min to catch up or compare notes."

☐ **Refine Your Elevator Hook:**
Use this formula:

"[type of clients] come to me when they want to [eliminate pain] so they can [outcome]."
(Keep it conversational. Not a pitch.)

☐ **Bring Lead Magnets (Digital or Physical):**

- QR code to lead magnet or case study
- Printed "Field Note" mini-guides
- Cards with Calendly or LinkedIn link

PHASE 2: DURING THE EVENT

☐ **Start by making an observation about them:**

"Looks like you're having fun", or "Looks like a tough day."

☐ **Anchor With Context:**

"A lot of our clients are dealing with [problem], Are you seeing that too?"

☐ **Give Before You Take:**

"You should meet [Person X]. I'll introduce you."
"There's a talk this afternoon I think you'll love."

☐ **Take Notes (Discreetly):**
Write one sentence per person on your phone:

"Legal ops lead, hates manual pipeline reports. Invite to audit?"

☐ **Avoid "Spray & Pray" Mode:**
Better to have 4 quality convos than 25 surface-level ones.

PHASE 3: AFTER THE EVENT

☐ Send 1:1 Follow-Up Within 24–48 Hours

Sample message:

"Great connecting at [Event], [Name]! I enjoyed our conversation on [topic]. Here's the article I mentioned.

If helpful, I'm happy to share how we helped [similar company] solve [X]. Just say the word."

☐ Add to CRM or lead tracker
☐ Send intro/connection where promised
☐ Tag in newsletter or post-event recap content

⭐ **Pro Tip:**
Don't treat networking as lead gen. Treat it as **credibility compounding**. When you make someone feel seen and helped in 10 minutes you're already pre-sold.

CLIENT DISCOVERY QUESTIONNAIRE

ASK THE RIGHT QUESTIONS. UNCOVER HIDDEN VALUE. WIN BIGGER BUSINESS.

Audience: Consultants, partners, business development leads, solution architects

What It's For:
Professional services firms often under-scope, over-deliver, or misdiagnose, not because they lack expertise, but because they skip structured discovery. This questionnaire ensures every opportunity is framed clearly, scoped accurately, and aligned to business outcomes.

CLIENT DISCOVERY QUESTIONNAIRE

Organized into 5 essential sections to guide a high-trust sales conversation

SECTION 1: BUSINESS CONTEXT & GOALS

"Let's zoom out. What's going on in the business that made this conversation relevant now?"

- What's the core business objective for the next 6–12 months?
- What's changed recently (leadership, structure, funding, priorities)?
- What are your team's KPIs or success metrics tied to this?
- What would success look like 3 months post-engagement?

SECTION 2: CURRENT STATE ASSESSMENT

"Let's talk about where things stand today."

- What's working well with your current process / team / system?
- Where do you feel friction, waste, or risk?
- What's been tried before? What didn't stick?
- What happens if this doesn't get addressed?

SECTION 3: DECISION LANDSCAPE

"Let's make sure I understand how you're thinking through this internally."

- Who else needs to be involved in a solution or decision?
- How have you selected partners in the past?
- What's the typical timeline for a project like this?
- Is there a known budget range or ceiling we should respect?

SECTION 4: PROJECT FIT & FRAMING

"Want to get a feel for how we're aligning on what this actually could look like."

- Is this best solved with strategy, execution, or both?
- Would a fixed-scope, phased, or retainer model fit your needs best?
- What kind of partner are you looking for? (e.g., hands-on, advisory, embedded)
- What concerns would you want to avoid based on past experiences?

SECTION 5: NEXT STEP READINESS

"Just to get a sense of where we are..."

- What would need to be true for you to feel confident moving forward?
- What timeline would feel realistic for kickoff, if we proceed?
- Would you prefer we send a proposal, or co-create a scope together?

SUGGESTED FORMAT:

- Run this as a live doc in your intro or scoping call
- Use it as a debrief tool with internal teams
- Feed responses directly into proposal/SoW language

⭐ **Pro Tip :**

This doc is *not* a checklist. It's a conversation choreography tool. Use it to make prospects feel seen, understood, and guided, not interrogated.

WHAT'S NEXT?

If you found this toolkit valuable, here are three ways to go further:

1. Book a Strategy Call:

Let's map these frameworks directly to your current challenge.
Book Your Call Here

2. Download Another Toolkit:

Explore toolkits for sales, leadership, persuasion, and negotiation.
🌐 See our Tool Kit Library HERE

3. Subscribe to the Drip Series:

Get deeper behavioural strategies, templates, and case studies, delivered in 5-minute reads.
👉 The opt-in is at the bottom of THIS PAGE

Questions? Feedback?
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Reilly Sales Consulting (RSC)
"Where closing psychology meets bulletproof sales systems."

Reilly Sales Consulting helps B2B sales teams close faster, with less friction, and greater predictability.
We install frameworks rooted in behavioural science that unlock complex buying groups, surface hidden objections early, and engineer decision-making confidence, without the pressure tactics that buyers resist.
Whether you're scaling SaaS, professional services, industrial manufacturing, or founder-led growth, RSC gives your team the psychology-driven edge to win faster, bigger, and more often.

Limbinic Consulting
"The Science of Influence for High-Stakes Professionals."

Limbinic empowers leaders in law, consulting, financial services, and other high-stakes industries to master the art and science of influence.
Our frameworks combine cognitive science, courtroom persuasion tactics, and elite-level strategic communication to help you shape outcomes where stakes, and scrutiny, are highest.
From closing multi-million-dollar contracts to winning high-risk negotiations, Limbinic gives you the tools to influence like a superpower.