

THE RAINMAKER FRAMEWORK

	Suspect	Prospect	Lead	Opportunity	Client
Psychology	Awareness, Discovery	Know / Realization of Need	Like, Trust / Consideration	Convincing / Persuasion	Retention
Strategy	Get attention	Capture / Sift, Sort, Screen (Edu-Based Marketing)	Attract / Sift, Sort, Screen (Edu-Based Marketing)	Qualify, Convert	Nurture buying relationship
Accelerators	Knowing cost of not solving problem	Knowing solutions are attainable	Understanding what solutions are needed	Trust, demonstrate capabilities	Meeting expectations
Friction	Not recognizing, aware of problem, needs	Perceived risk or cost / status quo	Not knowing your solution / Lack of fit	Not trusting / Lack of perceived ROI	Not knowing how to evaluate

4 Steps To Double Your Revenue

The Reverse Engineered Acquisition Course

***** Get the FULL COURSE on Udemy for 50% discount ***
(Regular price \$49 - Get it for only \$25 now)**

>> Only available for a LIMITED TIME & LIMITED NUMBER of coupons <<

[Click here to learn more about the course and get the discount >>](#)