



# Rain Making: Attract New Clients No Matter What Your Field

*Ford Harding*

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**Rain Making: Attract New Clients No Matter What Your Field** Ford Harding

## **Sell and Market Like a Pro!**

In this new edition of his classic book, *Rain Making*, **Ford Harding** reveals step by step how--even if you've never sold a product in your life--you can become a top performer in your organization. Filled with easy-to-use strategies, checklists, tables, and guides, this book shows you how to:

- Write articles for professional publications
- Make cold calls like a sales pro
- Network to build a lasting customer base
- Develop a winning sales strategy

With this book at your fingertips, you'll get the marketing and sales skills you need to survive--and flourish--one sale at a time!

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