



# Corsini's Point of the Week™

MAY 31, 2010

## Looking Forward: A Rainmaking Characteristic for the Future Part 3 of 3

We know what it takes to be a rainmaker. Over the past few weeks, we've shared some of the ideas we've gathered over two decades of coaching thousands of people. I've put these ideas into an instructive and motivational presentation for groups called **The Five Characteristics of a Rainmaker Today (and in the Future)**.

I've already shared two of the five characteristics that you can put to work **today**. First is **the power of having passion for what you do**. I believe this is the most important characteristic of any rainmaker—no matter what the job. Time and again, I've seen how a passion for work puts these high achievers at the very top of their profession. Last week, **we discussed how much rainmakers love to compete**. Rainmakers *live* to compete, and my experience is that they are competitive not only at work, but also in pretty much all areas of their lives. **Competing seems to be part of their DNA**.

Today, **let's fast forward and focus on a rainmaker characteristic that will serve you well in the future**. The world is always changing and evolving, so it makes sense that what you need to do to be successful in the future is different from what you're doing today.

With Internet access that makes it incredibly easy for anyone to comment on your company (or you!), **it is becoming more and more important that you manage your personal brand**. You can do this—but it does take attention and determination. It means being proactive and then responding appropriately to criticism or problems. Just look at how long—and to what extent—Tiger Woods was able to manage and shape his public identity before all that sex stuff came out.

Of course, as bad news surfaced, the Internet took control of redefining Tiger's image and his brand. You can bet he'll use the Internet and social media outlets to help him get, at least, some of that control back.

**You have to be proactive because others increasingly are able to influence your brand**. Today, if people want to know something about your company, they generally just look it up on the Internet. In the future, if people want to know something about you, they might only need to Google your name (there could already be some info out there). **This phenomenon is growing exponentially**. Just as people casually give their online opinions about a restaurant today, **in the future, it will be extremely easy for people to weigh in with their own opinions about your company and, more importantly, about you**.

## Quote of the Week

*"Keep changing.  
When you're  
through changing,  
you're through."*  
— Bruce Barton

## Third Annual Summer Sales Conference



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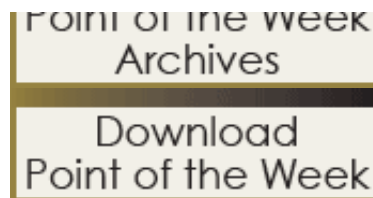
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This trend will only increase.

It is imperative for you to brand yourself through traditional marketing and with online social media, but you also have to take note of what others say about you. In short, because of easy access, **you'll be held more accountable to your performance and your actions overall.**



Rainmaking is going to be a very different game in the future. Are you preparing for that future today?

### CORSINI'S POINT

To be a rainmaker, you'll always have to be passionate about what you do, and you'll do well to enjoy competition. Those things don't change, but others do. The speed with which information is gathered and distributed, means you'll absolutely need to manage your own personal brand. It's amazing what people can find out about you with just a few clicks on a smart phone. In the future, it will only get easier! There will be no place to hide from poor performance ratings, mediocrity or dishonesty. Start now by taking a much stronger role in managing your personal brand. It's more important than ever to do what you say you'll do and delight your clients. Your clients will have their say about your brand—good or bad, positive or negative, right or wrong. For those whose performance is outstanding, you will be rewarded accordingly. For those with performance problems, well ... you get the gist of the future.

If you want to hear our entire presentation on ***The Five Characteristics of a Rainmaker Today (and in the Future)***, sign up for our **Summer Sales Conference on Wednesday, August 25 in Birmingham**. You'll also hear from other experts that day on timely sales topics. (Go [here](#) for details.) Please keep in mind that this presentation also works as a powerful, motivating seminar for sales groups of all sizes especially during mid-year meetings.



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