

# The Rainmaker Academy®

Transforming High Potential into High Performance

Schedule & Content Overview | 2026 - 2027



The Rainmaker  
Companies

GROW YOUR FIRM | GROW YOUR PRACTICE | GROW YOUR SELF

## The Rainmaker Academy® Approach

The Rainmaker Academy® is a transformational leadership and business development program specifically for accounting professionals who want to grow their business. Over the course of 18 months including in-person sessions, live virtual workshops and personal coaching, participants develop skills to permanently increase revenue. The program applies a four-part process:

- **Plan:** After each session and workshop, participants walk away with key initiatives they can bring back and implement that next day. Each participant will also have an individualized accountability “Revenue Action Plan” and a scheduled one-hour appointment with their Personal Coach.
- **Approve:** Supervising partners join participants on their pre-class conference call as well as the first and fourth coaching calls to ensure involvement in participant’s progress. The Revenue Action Plan (RAP) is also approved by the supervising partner.
- **Execute:** Between sessions, participants are expected to follow through on key initiatives from each session and our RAP plays a significant role in helping participants identify and track sales activities and objectives.
- **Measure:** During each coaching session, participants are measured and coached around the Revenue Action Plan around their: cross-selling opportunities, referral sources, top prospects, revenue goals, and results.

# Program Sessions- Live & Virtual

## Session One

**GROUP LIVE**  
2 Days  
Nashville, TN

**Achieving Your  
Highest Value  
Contribution &  
Referral Source  
Development**

## Session Two

**GROUP LIVE**  
2 Days  
Nashville, TN

**The Sales Process  
& RAIN  
Questioning  
Methodology**

## Session Three

**GROUP VIRTUAL**  
4 Hours  
Zoom

**Trusted  
Advisor**

## Session Four

**GROUP LIVE**  
2 Days  
Nashville, TN

**Sales Presentation  
Skills and Team  
Selling**

## Session Five

**GROUP VIRTUAL**  
4 Hours  
Zoom

























































**Handling  
Objections**

## Session Six

**GROUP LIVE**  
2 Days  
Nashville, TN

**Advanced Selling  
and Probing Skills**

**2026 - 2027**  
**PARTICIPANT TIMELINE – THE RAINMAKER ACADEMY**

	2026					2027													
	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Training Sessions*</b>	 Session 1 LIVE (Nashville, TN)				 Session 1 Make-Up & Session 2 LIVE (Nashville, TN)			 Session 3 Workshop Virtual (Zoom)				 Session 4 LIVE (Nashville, TN)			 Session 5 Workshop Virtual (Zoom)				 Session 6 LIVE (Nashville, TN)
<b>Homework/ LMS</b>																			
<b>Coaching Sessions**</b>			 1:1 Coaching (Internal Coach Required)				 Peer Call #1		 1:1 Coaching (Internal Coach Optional)				 1:1 Coaching (Internal Coach Optional)				 Peer Call #2	 1:1 Coaching (Internal Coach Optional)	
<b>Cascade Training</b>																			
<b>Internal Coach &amp; Participant Meeting***</b>																			

\* You will be sent a calendar invitation for the Sessions.

\*\* You will be required to forward your Internal Coach any calendar invitations with the join information for your first and any subsequent Individual 1-1 Coaching Calls.

\*\*\* You will be required to reach out to your Internal Coach to schedule time to meet between sessions.

# Who Attends The Rainmaker Academy®?

- Participants are partner-track senior managers and new partners with 5-15 years of experience who want to learn how to consistently bring in new business.
- Classes typically consist of attendees from firms with annual revenue ranging from \$3 million to over \$100 million. Participants find great benefits from working with peers from different firm sizes and locations nationwide. Class sizes close at 30 participants to ensure the highest level of participation during exercises and activities.

# Participant Commitment

- Attend four two-day sessions over the course of 18 months.
- Attend two four-hour virtual sessions in between live sessions
- Attend four one-on-one coaching calls between sessions.
- Attend two peer group coaching calls between sessions.
- Participate in pre- and post-reading and work assignments.
- Use an accountability tool to record business development activity and sales with required face-to-face visits.
- Perform cascade training, which involves teaching highlights of each session to at least three other professionals in the firm. Rainmaker provides teaching materials and assistance to help participants pass along what they learn, dramatically enhancing their learning experience while also developing others.

# Why Attend The Rainmaker Academy®?

- Accountability is crucial for success: we measure results and track ROI
- Adopt a process you can continue after the program to maximize ROI for your firm
- Increase the revenue of your firm permanently
- Learn skills to attract and retain quality clients, not just more clients
- Increase your confidence permanently
- Leaders in business development become leaders of their firms
- Cascade Training® passes along knowledge and skills to others in your firm, building your team and establishing you as a leader
- Continue development through regular touch points, including individual and group coaching from experienced consultants
- Take advantage of a trial membership in the Rainmaker Niche Alliance of your choice and join a community of growth-minded professionals focused on a specific industry

# Apply Today!

Use [this link](#) to register for the class and save your seat now.

The price is \$12,000 for all Six Sessions, Coaching, Peer Groups and Materials

Travel Expenses are not included. Breakfast and lunch are included in the live sessions.

Each additional participant per firm will qualify to register for a \$500 incentive deduction from the full registration fee.

- ✓ 65+ CPE credit hours in the field of Communications and Marketing
- ✓ Participants have collectively contributed nearly \$300 million of new business to their firms since the inception of the program
- ✓ 75% of Participants have become partners in their firms, many with key leadership roles
- ✓ Experience of participants ranges from 5 to 15+ years
- ✓ The size of firms ranges widely and has included 60% of the TOP 100 accounting firms
- ✓ The 1:1 Student-to-Coach ratio ensures a personalized experience

To learn more about The Rainmaker Academy, contact [Robin Brothers](#) (615-594-2715).