



Cheryl C. Jones



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Getting Simply The Best Results Podcast

Episode 8

Ed Robinson

Episode 8-

Turning Leaders into Rainmakers

Guest-

Ed Robinson, Business Growth Advisor, Leadership Trainer, Author, Speaker

Ed has been a business growth advisor and sales trainer for over 30 years. He has consulted, coached and spoken to thousands of audiences and hundreds of businesses in more than 30 countries and multiple industries.

Ed has helped facilitate the growth of many organizations in the areas of leadership, business development and sales with focused projects to improve performance and productivity.

A professed “recovering CPA” and CEO of Robinson Performance Group, his company provides business growth strategies and leadership skills to organizations worldwide, “transforming professionals to Rainmakers.”

Whether he’s speaking to Kiwi’s in New Zealand, Aussies in Sydney or professionals in North America and Europe, Ed shares practical strategies and techniques to enhance sales and revenue for organizations.

Ed has authored several books: “4 Giant Steps to Leadership,” “From Fighting the Storm to Dancing in the Rain,” and “The Million Dollar Rainmaker” series, a parable about developing new business. Ed’s newest product is “Rainmaking Strategies for Success” a sales and marketing system that has a proven track record for teaching sales professionals how to close more business.

Host Cheryl C. Jones has an **enlightening conversation** with Ed about how he was able to go from accountant with a large oil company right out of college, to buying and selling a franchise to developing and selling his own accounting practice, to establishing a leadership training and development consulting firm known as **Robinson Performance Group**, through which he teaches business growth strategies and leadership skills.

Skill set or characteristics that lead him to getting his best results?

He primarily **attributes his success to listening**. “I like people and I listen. When I’m listening, I’m connecting the dots to answer the question, “how can I help this person?””.



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Additionally, he says he **trained with Walter Halley**, a Texas-based marketing and sales guru, eventually training others in the sales techniques he learned and adapted to the accounting industry.

Robinson chose to work with accountants, because it's what he already knew. He developed a simple program to help them avoid their fear of selling. He calls this four step process, *RAIN*.

When asked **how he continues to find new clients**, he says it is primarily through his speaking presentations. He will often speak to a large audience, and through that experience, will naturally acquire new clients from a variety of industries.

Ed's tips to the younger audience?

- Carve out a niche and create products around that niche sooner than later
- Whenever you create 1 product, create 5 products.

Example:

1. Write a book that teaches something
2. Create the audio book,
3. Produce a presentation based on the book,
4. Develop an on-line program associated with the book
5. Design a "train the trainer" program for readers to teach others what they learned from your book

- When you go into a project, keep the 5 in mind as you research and create.

What's Next for Ed?

- As a result of the pandemic, Ed modified his delivery method from in-person, to web-based, and he is poised for success. He has created an on-line program based on his rainmaking strategies, that he intends to offer world-wide.
- Collaborating with colleagues on how to best serve others, post-pandemic.

Connect with Ed Robinson:

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Special Offering:

For a free copy of his book, ***Million Dollar Rainmaker***, email [M\\$R@edspeaks.com](mailto:M$R@edspeaks.com)

Quotables:

"Carve out a niche and create products around that niche, sooner than later"-Ed Robinson
"When you do create products, create 5 products"-.Ed Robinson