



30 DAY The Curriculum

The Rainmaker Program is comprised of 3 individual coaching sessions, plus 2 group training sessions. [\(See the detailed curriculum on the right.\)](#)

In addition to the individual coaching sessions and group training, participants will receive four 15 minute speed-sessions. This is coaching for specific situations - i.e. presentation prep. These are conducted via telephone, e-mail, or instant messaging.

Additional Notes:

Group sessions are conducted at Tricycle's headquarters. Individual session locations are determined on an individual basis.

Limited slots are available and are filled at the discretion of Tricycle.

All participants are required to have a LinkedIn and/or Facebook profile prior to starting the program.

All participants are required to have a cell phone that sends/receive text messages.

At the conclusion of the 30 day program, participants may purchase additional hours as needed at a special rate.

Tricycle

Capital Plaza East
512 W. Bannock St., Ste C
Boise, Idaho 83702

The Curriculum Topics

Your Brand

Individual Coaching Session (1.5 Hours)

- ▶ **Understand your true differentiators**
- ▶ **Determine market needs, new opportunities, etc.**
- ▶ **Develop and communicate your Simple Idea**

First Impressions

Group Session #1 (1 Hour)

- ▶ **How to create powerful first impressions with your image and story.**

Your Tools

Individual Coaching Session (1.5 Hours)

- ▶ **Assess your existing tools - web, contact management, etc.**
- ▶ **Create a profile of the ideal customer**
- ▶ **Determine a lead generation strategy**
- ▶ **Set up "pipeline" system driven by top prospects**

Creating Conversations

Group Session #2 (1 Hour)

- ▶ **How to effectively use social media to create conversations and generate leads.**

Your Plan

Individual Coaching Session (1.5 Hours)

- ▶ **Communication/selling role playing**
- ▶ **Develop personal COIN (center of influence) plan**
- ▶ **Determine referral/reward strategy**
- ▶ **Finalize top 20 prospects**