Canadian Society for Marketing Professional Services
proudly presents

Ford Harding

January 30 2009, Empire Landmark Hotel, 1400 Robson Street, Vancouver

Learn the *art* of

RAIN MAKING

Attract New Clients No Matter What Your Field

Win Work!

Learn to sell and market like a pro from Ford Harding, the guru who wrote the original book on Rain Making. In today's market downturn, it is especially critical for you to equip yourself and your people with the skills to build relationships with existing clients and to attract new clients.

Even if you've never sold anything in your life, you can learn how to focus sales efforts to generate profit and become a top performer in your organization!

Who should attend?

Business Development Associates
Business Development Directors
Business Development Managers
Marketers
Project Architects
Project Engineers
Project Managers
Principals
Associates
Presidents
Vice Presidents
Directors

Please note: we are changing our venue to meet popular demand.

New Venue:
Empire Landmark Hotel

Platinum Sporsors

Golder Associates

KISON
Professional Development Specialists
Growth through Learning

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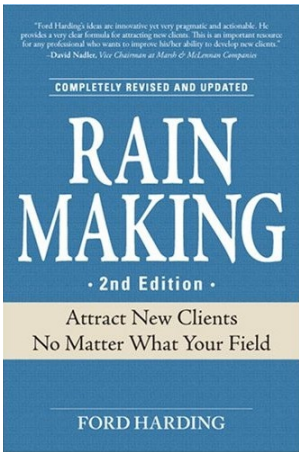
Ford Harding

Ford Harding is founder and president of Harding & Company, a firm specializing in helping architects, consulting engineers, lawyers, accountants, and management consultants win new clients. Ford is the author of three books;

Rain Making—Second Edition—Attract New Clients No Matter What Your Field (Adams Media Corporation, 2008),

Creating Rainmakers: The Manager's Guide to Training Professionals to Attract New Clients (Wiley, 2006) and

Cross-Selling Success (Adams Media, 2002).



> "Ford Harding's ideas are innovative yet very pragmatic and actionable. He provides a very clear formula for attracting new clients. This is an important resource for any professional who wants to improve his/her ability to develop new clients."
>
> - David Nadler
> *Vice Chairman, Marsh & McLennan Companies*

He has also written over sixty articles for such publications as Harvard Business Review, The Wall Street Journal, The Marketer, Mechanical Engineering, CE News, Geo-Strata, The American Lawyer, Consulting Magazine, Journal of Accountancy and many others. He speaks frequently on sales and marketing to organizations such as Society for Marketing Professional Services, Association of Soil and Foundation Engineers, American Consulting Engineers Council and many others.

Ford has trained professionals in 15 countries in sales and marketing. Among his clients are Ellerbe Becket, IDEO, Parsons Brinckerhoff, Black & Veatch, Weston & Sampson, Thornton-Tomasetti, HNTB, Terracon, PS&S Keyspan and many others.

Ford is an alumnus of Harvard and Northwestern University's J.L. Kellogg Graduate School of Management. Prior to starting his own firm, he was Director of Marketing at a large architectural firm. He has also served as Executive Vice President of a management consulting firm, running that firm's Eastern Regional Office and serving on its Executive Committee.

Friday January 30, 2009
Empire Landmark Hotel, 1400 Robson Street

What people are saying...

"Ford Harding's *Rain Making* is a tremendous resource for the professional who wants to win more clients. The book has had a great impact on our people. It has help motivate engineers who don't think of themselves as salespeople to go out in the market and give it a try. It also provides the techniques that help them stay with it and succeed."

Michael J. Scipione, PE
president and CEO of Weston & Sampson Engineers

"The results were swift and the techniques Ford describes have easily become habits. It is now clear to me that *Rain Making* is the most productive and definitive book on relationship marketing that I have read.

Rick A. Lincicome
CEO of Ellerbe Becket Architects & Engineers

"Ford Harding has a rare ability to deconstruct and then teach the intricacies of effective selling techniques that every professional must possess to compete in this global economy. He provides a road map enabling firms to develop processes to harness the entrepreneurial energy existing within their organizations."

Gerard M. Creagh
president of Duff & Phelps LLC

Past clients...

The Alexander Group
AT&T Solutions
bioStrategies
Black & Veatch
Booz Allen Hamilton
CCA
CDG Associates
Corgan Associates
CSC Consulting
DiamondCluster International
Ellerbe Becket
Fuld & Company, Inc.
Hinshaw & Culbertson
HNTB
IBM Executive Consulting
Institute
IDEO
JRS Architect
Julien J. Studley, Inc.
Katzenbach Partners
Kepner-Tregoe, Inc.
Kurt Salmon Associates
LoBue Associates
Marakon Associates
MarketBridge
Mercer Delta Consulting
Mercer Management Consulting
Moses & Singer
MSE
Noel-Levitz
Parsons Brinckerhoff
Princeton Consultants
RHR International
Ronald Schmidt & Associates
Russell Reynolds Associates
SRI
Strategic Decisions Group, Inc.
Terracon
Thorton-Tomasetti Group, Inc.
TMP Worldwide (now Hudson Highland)
Towers Perrin
Tunnell Consulting
Unisys Information Services Group
Watson Wyatt Worldwide
Weston & Sampson Engineers
XRoads Solutions Group, LLC

Register online www.csmps.com

Canadian Society for Marketing Professional Services
proudly presents

Ford Harding

A CSMPS Breakfast Event
January 30, 2009
7:30 am Registration
8:00 am Presentation

Empire Landmark Hotel
1400 Robson Street

Early Bird Registration

(until Dec 15 2008)

Member	$65
Nonmember	$85

Regular Registration

Member	$75
Nonmember	$95

Many of the people Ford has worked with or interviewed when conducting research for his books, describe a moment when they suddenly "get it," the moment in which they learn something that allows them to embrace selling. From that moment forward, learning becomes much easier.
This presentation is designed to help you and other professionals in your firm get it.

Getting It

If we're honest with ourselves, how many of us really "get it"? How can we help ourselves and our coworkers get motivated and start making rain? Ford Harding will explore what the "it" is and how to help them get it.

The single biggest challenge to getting professionals to sell is motivation. Few people become architects, lawyers, or engineers, or other professionals because they have a passion to sell. They may have chosen their careers, in part, because they thought it would keep them away from selling.

A small number of your people are naturally motivated to make rain and another fraction may never be.
The majority harbor doubts about whether selling is honorable, desirable and achievable.
Overcome these doubts and the teaching of sales skills and processes becomes relatively easy. But if you don't address them, they sap your people's interest and persistence like a parasite.

In this presentation, Ford will describe what he has learned about motivating professionals to sell in his 35 years as a professional, the last fifteen of which have been devoted exclusively to helping professionals learn to sell. Using many examples, he will describe the most common demotivators, including Mind Reading, False Clairvoyance, Personalization, All-or-Nothing Thinking, Bit-of-Brilliancy and others. He will then describe some of the kinds of help that can be provided to overcome them.

You will learn:

Goal Setting: How effective goal setting can increase learning as much as defective goal setting can hamper it.

Standards: How the ways a professional measures progress at rain making affect performance and persistence.

Rewards: How to use them to get better results from sales training.

Friday January 30, 2009
Empire Landmark Hotel 1400 Robson Street

A CSMPS Workshop
January 30, 2009
9:15 am Registration
9:30 am to 1:30 pm
Workshop
(lunch provided)

Recieve with your Workshop Registration, a complimentary copy of Ford Harding's book, *Rain Making* 2nd ed.

Empire Landmark Hotel
1400 Robson Street

Early Bird Registration

(until Dec 15 2008)

Member	$200
Nonmember	$320

Regular Registration

Member	$225
Nonmember	$350

Creating Rain Makers

Developing future leadership with client-getting skills is not only one of the most important issues a firm faces, but also one of the most difficult. A firm's success in this area will affect its future growth rate, its profitability, its management succession and even its survival.

This workshop will explore ways that firms can turn their architects, engineers, and other professional practitioners into client-getters. This interactive session will present four or five situations commonly faced by the management of professional services firms. These situations have major implications for the development of future sales leadership. They include such situations as:

- Selecting a person to head a practice or office
- Dealing with the staff resistance to developing business
- Advising high-potential employees on how to get started at bringing in new business
- Advising a former client minder in a new job that requires client finding

The program will begin with comments from Ford Harding based on his firm's research into the characteristics of rainmakers. Participants will then discuss each situation in small groups in accordance with a structure provided by the workshop leader and share their findings. The workshop leader will add his insights, based on years of consulting to professional firms on client development and extensive research into the issues.

You will learn:

Anyone can be a rain maker.

Skills professionals will need: how they will need to organize themselves; and how they will need to modify their thinking to become effective client developers.

How to motivate yourself and your staff/colleagues to get started with bringing in new business.

Register online www.csmps.com

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Sponsorship Opportunities

This premier event is not to be missed. Talk to us about sponsoring a table for your staff and clients, or how you could promote your company at the event. We can work with you to build a custom sponsorship solution that is tailored to your marketing objectives and budget.

Call us today! 604 818 6614

Register Today Online

www.csmps.com

Registration by Mail

Cheque payable to:
Canadian Society for Marketing Professional Services
8882 Larkfield Drive
Burnaby, BC V5A 4L2
T| 604 818 6614
F| 604 420 6513

Name: _____
Company: _____
Address: _____
City: _____
Postal Code: _____
Telephone: _____
Email: _____

Guest: _____
Company: _____
Email: _____

Guest: _____
Company: _____
Email: _____

Amount payable: _____

A CSMPS Event
January 30, 2009
Empire Landmark Hotel
1400 Robson Street

Experience Ford Harding to the fullest! Package of both Breakfast and Workshop event:

Early Bird Registration

(until Dec 15 2008)

Member	$250
Nonmember	$390

Regular Registration

Member	$275
Nonmember	$420

Receive with your Package Registration, a complimentary copy of Ford Harding's book, *Rain Making* 2nd ed.

We can no longer accept registration at the door. Register online or by mail only.

Prepayment is required for all CSMPS events. All payments by cheque must arrive at the CSMPS office prior to event.
Cancellations and registrations accepted until Wednesday January 27, 2009. No-shows and cancellations after the deadline will be invoiced for the full amount.