

The Rainmaker Genome Project: Unlocking successful business development behaviors

The Rainmaker Genome Project surveyed nearly 1,800 partners from 23 global accounting, consulting, investment banking, legal, and other professional services firms to understand what makes top-performing business developers different from their peers.

Findings

There are five business development profiles...

While partners will possess attributes from multiple profiles, each partner “spikes” in one.



Expert

Reluctant business developers who rely on their reputation as deep subject matter experts to bring in new business



Confidant

Client-centric partners with a track record of strong work who are highly protective of and responsive to their clients



Activator

Network builders with a proactive business development approach that includes information-sharing and making valued introductions



Debater

Subject matter experts who have strong opinions on what’s best for a client’s business and are not afraid to share them



Realist

Partners who are transparent with their clients about capabilities, cost, outcomes, and value




...but only one clear winner

The research found that leaning into Activator behaviors can increase the average partner’s revenue generation by up to 32%.



What is the Activator mindset?

A deeper dive into the data reveals three key behaviors that are central to an Activator business development approach.

 Commit	 Connect	 Create
<ul style="list-style-type: none"> • Protect time to regularly conduct business development activities • Consistently engage with clients • Pursue meetings and rigorously follow up on opportunities discussed • Track contacts and follow-ups in a centralized system 	<ul style="list-style-type: none"> • Work intentionally to expand professional network, in person and online • Regularly attend business events • Set goals for the number of post-event calls and meetings to be conducted • Look for opportunities to connect clients with other colleagues in the firm 	<ul style="list-style-type: none"> • Closely monitor news, trends, and information relevant to clients • Regularly share that information with clients and prospects • Proactively suggest work on newly identified opportunities • Maintain relationships and outreach between active engagements

How firms can support and develop Activator behaviors

Firms looking to drive an Activator approach to business development should consider a strategy that encourages partners to adopt Activator behaviors through professional development, enablement, and firm culture.

Development	Enablement	Culture
<p>Build training and coaching programs</p> <p>Focus on training associates and junior partners to instill the right skills and behaviors as their careers progress</p>	<p>Ensure the team is equipped with technology that supports Activator behavior, such as a centralized source of firm intelligence and insight</p> <p>Ensure that events strategy and BD/marketing efforts help partners build and nurture their networks</p>	<p>Consider what culture changes are needed to encourage or create an Activator environment</p> <p>Incentivize and reward Activator behaviors and outcomes</p>

To learn more about the Rainmaker Genome Project, visit intapp.com/rainmaker.