



Speakers Bureau of Canada

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## Jackie Rainforth

Speaker | Sales Expert/Trainer | Author | Media Host

*Sales and revenue success is about doing the small things that make you stand out!*



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**Language Spoken**

English

**Travel's From**

Calgary, Alberta

## Speaker Biography:

Savvy Superstar, Jackie Rainforth is a record-breaking, award-winning sales expert, facilitator, and international speaker. Dubbed 'The Rainmaker' by her peers, she achieved enormous success as one of the few outstanding, professional saleswomen to make it to the top of the male-dominated construction industry.

After years of success as a top corporate sales performer which lead to her proven and extremely effective, 'Selling Made Simple' sales system, and as an highly successful entrepreneur, a devastating foot injury in 2014 left her depressed and devastated, without a job, without success, purpose and meaning as she hit bottom, unable to walk for a year. A second near-death scuba diving incident in 2016, left her in intensive care where she spent three days clinging to life. Jackie's world was turned upside down and irrevocably changed forever. Her own sales, executive sales and entrepreneurial success as a top performer, now seemed hollow. The message she received as she struggled to breathe 45' under the surface and made her realize that helping others become more confident and successful in business and in life was her new direction and top priority.

Today, Jackie Rainforth is the founder and CEO of the nationally acclaimed Rainmakers Business Solutions. Author of *The Badass Guide to Superstar Selling*, and *The Badass Guide to Selling During Covid*, Jackie's superpower is your sales empowerment, helping you build the confidence to generate more leads, close more deals, and create more revenue than ever before.

This dynamic 'RBC Woman Entrepreneur of Canada' award nominee is now sharing her successful Superstar Selling Strategies to help you elevate to significantly higher levels of sales success. Whether new to sales or as sales veterans, her unique approaches and methods will leave you with actionable take-aways to exponentially improve your results.

Powerful and magnetic, Jackie Rainforth is incredibly engaging, with impactful content and actionable steps, are customized to create added impact! An expert speaker, Jackie combines dynamic delivery with killer content for a powerful "info-tainment" experience. No matter the topic, her presentations are relevant, intriguing and informative.

## Topic Presentations

### From Personality to Profit

Take your relationship building competency and sales effectiveness to the next level! This is a do-not-miss presentation that will improve communication, relationship building, and personal soft skills to the next level, creating increased sales results! Jackie offers fun, engaging and filled with valuable take-aways, people will be talking about this presentation and using the techniques and approaches for years to come.

- Understand personality styles to achieve faster, improved sales results and team interaction improving communication, collaboration, and culture.
- Build strong relationships with customers and team members increasing long term, loyal, repeat and referral customers and working relationships.
- Effectively deal with difficult customers, understanding the natural tendencies of how we act when stressed, frustrated or angry, minimizing conflict and disagreement, instead learning to create win/win situations.
- Quickly identify the needs, triggers and motivators that drive people to purchase, creating a shorter sales cycle, while achieving faster and improved sales results.

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## Nail Networking

Networking is the cornerstone to growing your sales today. Learn how to maximize your lead generation through formal and informal networking events, association meetings etc., ensuring you get the most return on money spent. Learn to maximize your sales opportunities with this innovative presentation. A modern technique for today's sales professionals and business owners. Become a lead generating ninja with the strategies, tips and techniques taught in this presentation to increase your sales and generate a higher income.

- Selling has changed, learn why is networking is now so important.
- Identify which events are the best to attend and why. Plus tips to maximize your introductions.
- Understand the TRAFFIC LIGHT methodology and why it is vital to gain momentum in those critical first moments.
- Learn the creative and dynamic POWER INTRO to captivate, intrigue and engage prospects into conversation furthering your lead potential.
- Recognize the importance of REFERRALS, how to gain them, use to your advantage and grow your business.

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## Differentiate to Accelerate and Elevate

Selling has changed!! Gain a competitive advantage by differentiating from the pack, accelerating your results and growing your business. Learn why the old ways of selling no longer work and what the new MODERN approach to selling requires. This is an engaging and informative presentation that will leave you with a multitude of ideas to increase your sales, improve your business, and enhance profitability. Filled with strategies, tips and techniques to help make an impactful and substantial difference in your results and your income.

- Strategic methods to help stand out from the crowd, enabling healthier margins and price.
- Learn various ways to differentiate so that you can reduce the threat of ever-growing competition and gain the competitive advantage you need to succeed in today's market.
  - Learn how selling has changed and how to win in today's unyielding business world.
- Understand the importance of differentiation and how to distance yourself from your competitors.

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## Kick Off Your Sales

Virtual Sales Kickoff Speaker is the latest and greatest offering in her repertoire. Now, your meetings can start off with something fresh, new and invigorating as we empower your sales team and staff. With an endless variety of topics you are going to want to have her kicking off your events time and time again! Get Jackie to kick off your sales, management, or virtual conference meeting with a custom 30-60 minute talk, with a customized topic just for you! Help your team overcome zoom fatigue as she educates, empowers and energizes them through captivating content that improves sales effectiveness and gives them the boost they need to improve productivity. Today's hot topic: Go Digital - Social Selling Skills & Strategies to Sell More. Now, this magnetic and powerful, out-of-the-box international speaker shares, engages and entertains - all of her topics are guaranteed to WOW your audience.

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## **Outsell and Outperform In a Tough Economy**

When in a tough economy, it is essential to stand out from the crowd and do everything you can to differentiate. Thinking outside the box will become second nature after this innovative training shows you how to market your business and outperform your competition by presenting your product or service with an inventive twist. Discover how to make a powerful introduction that leaves your prospect asking for more! Learn simple processes like, 'when to talk price' and how to 'sell value' instead of going down the price only path. Differentiate to elevate as you start making you, your solution, and your company more uniquely desirable to your potential and existing customers, and thus more valuable. It is the key to superstar sales success! Discover approaches that will prompt those slow-to-decide prospects to purchase more volume with less deliberation. These are simple selling strategies designed to motivate today's most resistant buyers and help you sell better, faster, and with bigger results.

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## Simple Prospecting and Lead Generation

Is your productivity lacking? Not closing as many deals as you did before? The world has changed, and we need to change with it. Learn how to generate more leads and grow your business by discovering the simple and successful foundational methods of prospecting and time management so you can increase your confidence and become more efficient and effective at generating new business. This is especially important during tough times. Most salespeople wait for the orders to come to them. Wrong! Stop avoiding the prospecting process and overcome the two reasons people fail at lead generation; fear of rejection and dejection and the lack of a solid prospecting system that works!! No more avoiding it! Now is the time to make prospecting part of your everyday routine! Are people not returning your calls? No worries we have the solution! Learn how to overcome that dreaded practice of ghosting. This training will give you a modern yet simple, 'Prospecting System' to start generating more leads and growing your business.



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## Social Selling-The New Cold Calling

You know that social media, particularly LinkedIn, is the new way to cold call and reach thousands...but are you not sure how to do it? Are you scared to put yourself out there? Learn how to connect and build a personal or company brand to grow your business on the social media platforms (primarily LinkedIn). Discover the four ways to engage, create warm leads, and build relationships that lead to sales, without costly SEO, websites, and marketing services. Learn how to stand out and gain a competitive advantage. Those who social sell earn 76% more than those who do not. 90% of top performers are social selling! Now is the time to pivot your business and go digital. The world has changed, and we need to change with it. Learn how to sell online and grow your business. It is a lot easier than you think! Uncover the valuable strategies that you can immediately implement to generate new customers and rev up your revenue!

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## **Women Empowerment: Heels of Steel, Badass in the Boy's Club**

Her actionable words of wisdom to women looking to stand out and be seen, helping women to be and feel like more, as they overcome the confidence gap and imposter syndrome, learning to walk in heels of steel, as they successfully navigate their careers upwards, especially those who need to learn the unspoken rules of the boys' club, where gaining respect can feel obscure and somewhat unattainable.

## **Motivational Speaker: Hitting Bottom - Job Loss & Bouncing Back**

She shares her journeys of hitting bottom, her motivational, heart-breaking journey of having lost her career, identity and the reputation for excellence that had defined her, and the world she painstakingly built for herself that was irreversibly ruined, after a devastating and debilitating broken foot and the loss of her job that left her feeling unidentifiable worthless without the success that defined her. Improve your resiliency, and protect your self-esteem as you also learn how to bounce back bigger and better than before.

## **Motivational Speaker: Life disrupted - I Died!**

And/or the story of how she was 45 feet underwater, unable to breathe, the panic, the fear, the message she received that day and the three days she spent clinging to life that irrevocably changed her life forever. Her WHY, and how the experiences of how she rose to unimaginable success, even higher than before or ever thought possible, and lessons she learned can help you to move forward towards greater understanding, fulfillment, happiness and empowerment, helping you to live a better life based on making decisions focused on stronger boundaries, gratitude and graciousness.

Videos



**Six Scary Suits**

Watch Video



**Speaker Reel**

Watch Video



**Get to Know Jackie and Rainmakers**

Watch Video



## Testimonials

“Jackie Rainforth is someone who is an expert at one of the most powerful qualities I witness in transformational speakers...the ability to be present and caring with the people in the audience while deeply vulnerably sharing a personal life altering experience. People are riveted by the grace and strength she shines in sharing her story and they can identify with the valuable content she provides. Jackie creates the environment that allows someone to relate to their own life, be inspired by what is possible, and begin taking action towards something new. As an event organizer, it is a true gift to work with her and see the impact she has on an audience. I am grateful to have had her on my stage and to have also had the pleasure to share a stage with her.”

***-Dorothy Briggs, Publisher/Owner, Womanition Inc.***

“Jackie Rainforth, delivered a powerful presentation. I heard many positive comments on her presentation from my members, and I personally walked away with some fabulous tips that I will use in the future. I would highly recommend Jackie as a speaker to any company, business leader or entrepreneur who have the desire to learn effective ways to become the top seller of their products and services.”

***-Darla Zuk, Owner, Womanition Alberta South***

“Jackie has been working with myself and our employees to refine the sales process in our company. Her insight is outstanding! The programs she has presented were customized and relevant to our industry. She took the time to get to know our challenges and came up with solutions that met our needs. We would highly recommend her to any company that requires help to increase their sales.”

***“-Rose-ann Normandeau, President, Normandeau Window Coverings “***

“Jackie’s experience and passion for assisting others is an incredibly powerful trait that she brings to the table at every session. Her level of professionalism and attention to our corporate objectives provides Timber Tech with quality professional development for our team.”

***“-Wendy Going, Partner & General Manager, TimberTech Truss “***

“Jackie’s enthusiasm for the products and the company’s she represents is contagious. She has the knowledge and passion to make you a believer. As a leader Jackie has an innate ability to motivate those around her. Her upbeat approach to work and life in general is inspiring. “

***“-Val Ormshaw, Designer Sales, Canyon Plumbing & Heating “***

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