

A close-up portrait of Jackie Rainforth, a woman with long, wavy blonde hair, smiling warmly. She is wearing a white collared shirt, a black top, and several necklaces including a pearl necklace and a gold chain with beads. The background is dark and out of focus.

JACKIE RAINFORTH

Savvy selling superstar, Jackie Rainforth, originally dubbed “The Rainmaker” by her peers in the traditional, male-dominated world of construction supply sales, has impressed many a skeptic along the way with her talent for innovative thinking and her ingenious insight into her customers’ needs.



Today, founder and CEO of the nationally acclaimed Rainmakers Business Solutions, Jackie is a much sought-after trainer and conference speaker sharing her proven selling success strategies that continue to up-level the performance of countless sales teams, taking them from stalled to unstoppable.

She didn't start out that way, however. Fresh out of university, she made a less than stellar debut in her first sales position. Like many beginners, she took the daily rejection and dejection personally, allowing it to shatter her self-confidence. Her daily routine of checking in at the office in the morning just for show, only to sit at home the rest of the day left her feeling like a complete failure. Eventually, she resigned in fear of being discovered. But, over time, Jackie continued to learn, taking the necessary steps to improve her confidence and conquer her fears. Over time, she developed the signature out-of-the-box approach that would skyrocket her to sales success and beyond.

“Being a leader in sales is really about analyzing and strategizing; it is a thinker’s game. It’s the best career in the world because you get what you give in terms of risk, hard work, and reward!”

No matter how high her level of motivation, however, becoming one of the few outstanding, professional women to make it to the top of her industry was still a very challenging journey for this RBC Woman Entrepreneur of Canada award nominee. Earning the respect of the boys’ club was no easy feat, but it became her priority as she tirelessly fought to distinguish herself. Trusting her instincts, she focused more on how she could enhance the customer experience with a genuine, authentic approach as opposed to following the traditional scripted

sales procedures that were the status quo. The inventive strategy paid off, again and again, catapulting Jackie's sales figures into the stratosphere at every organization smart enough to hire her.

"I tried to make the buying decision easier for the customer, meaning I did the little things that others didn't."

And so it went for Jackie, each success story more illustrious than the last. At the same time, this driving force of a sales superwoman was raising a happy family and furthering her education, but little did Jackie know that the Universe had much more in store for her.

"Following the sales fundamentals is crucial to laying a solid foundation. Like I used to tell my kids, you can't build a big Lego tower without a strong base. This is why making selling simple is such a priority. If it's difficult, people aren't going to do it."

She experienced a devastating personal injury that necessitated two painful surgeries. After almost a year of being unable to walk and yet another year of therapy, she hit bottom. Feeling like an emotional puddle, she was depressed and defeated, unable to muster up the energy to even move off the couch. Having lost her career, her identity, and the reputation for excellence that had defined her, the world she had so painstakingly built for herself was now irreversibly ruined. Feeling frustrated, helpless, and incapacitated, she didn't know where to turn or how to triumph in the face of this overwhelming adversity. Her life had hit an all-time low, forcing her to face the question, "Who was Jackie without all the success?" Yes, the mighty had truly fallen, literally and figuratively.

Using the innate resilience, the undying drive, and determination that had initially propelled her to her career pinnacle as a sales front-runner,



Jackie began to rebuild her shattered life. Going right to the core of her inner essence, she gave herself the time for introspection, meditation, the space to grieve and heal.

But another obstacle was yet to come. It was a tragic, near-fatal scuba-diving incident off the coast of Cozumel that proved to be the major catalyst to inspire Jackie's resurgence as the successful entrepreneurial force, speaker, author, and genius sales team motivator she is today. She literally faced death and lived to tell the tale.

"Sometimes, your life needs to be disrupted—shaken out of routine, so you can scale new heights."

Since then, Jackie's career has been on a positive, upward trajectory. Her many fans rave



on. "Jackie's training is beyond exceptional! She makes selling simple and easy by teaching you how to speak your customer's language. My selling excelled beyond my wildest dreams! I was able to increase sales by 77% with my top customer!"

"In retrospect, I know that my hardships were gifts to remind me to go into this world spreading kindness, appreciation, and grace. They were the catalyst that forced me to unshakeably believe in myself."

Jackie's superpower is your sales empowerment, helping you build the confidence to generate more leads, close more deals, and thus rock your sales targets like never before. We have all been there at the bottom, struggling against fear and hopelessness, trying to pick ourselves up. Let Jackie's courage, hard-won wisdom, and innovative expertise be the inspiration for your success!

You, too, have the power to
reinvent yourself, to be everything
you are meant to be.

Jackie's mission is to show
you how. Reach out now. Your
extraordinary future awaits!

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