

REPLACING — THE — RAINMAKER

IAN TONKS BUSINESS PROFILE



ABOUT ME

I am a business development consultant and author of the book “Replacing the Rainmaker.” I provide coaching and consulting services to accounting firms, helping them implement practices to ensure their long-term prosperity. I thrive on helping my clients realize their potential. It’s my belief that everyone has what it takes to succeed at business development — they just need to be given the chance to develop the right skills. My clients describe me as “hard-working, organized, creative, energetic, happy and relentless.” In everything I do, I live by the mantra, “Better is best.” Previously, I spent seven years as president of a \$12-million international multi-sport camp and sporting goods provider and three years as associate vice president of advancement and athletics at a Bay Area university. A native of England, I hold a bachelor's degree in sports science from the University of Northumbria and an MBA in strategic leadership from Dominican University of California.

ABOUT MY BUSINESS

I help accounting firms achieve business development success. I’m the author of the book “Replacing the Rainmaker,” which offers a comprehensive guide for accounting firms that want to improve their business development efforts. While other business development books in accounting are more theoretical, this is a practical book full of step-by-step processes. The book is accompanied by dozens of online workshops to help accountants develop the skills they need to succeed in business development. Each workshop focuses on a practical business development tool, technique or strategy. The workshops are participatory, engaging and available on-demand. They’re an incredibly affordable way to provide business development training for an entire firm. I also offer on-site consulting services to help accounting firms implement the ideas outlined in the book and workshops. I bring a fresh perspective, drawing on what I learned from my two decades in the for-profit and non-profit sectors and bringing it into the arena of accounting. Additionally, I provide access to a talented team of professionals, including researchers, writers, graphic designers, videographers, social media specialists and web developers.

ABOUT MY IDEAL CLIENT

My ideal client is an accounting firm that wants to implement sustainable practices to make business development a firm-wide priority. The “Replacing the Rainmaker” book and workshop series are designed to benefit all accountants, whether you’re a sole practitioner, staff accountant or partner at a large firm. For my consulting services, I work with firms of all sizes, but my prototypical client is a firm with at least three partners, 30 employees and \$3 million in annual revenues.

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