



THE RAINMAKER'S WAY

VIOLET RAINWATER

MEET VIOLET

Violet Rainwater's journey from poverty to becoming a sales powerhouse is a story of profound transformation. Her early struggles fueled a deep desire for success, leading her to break sales records from her Rookie year and become known for her ability to "Make It Rain."

However, this success masked a deep-seated anxiety, a "broken brain" that propelled her into a relentless state of anxiety and unrest, devoid of peace. For 15 years, Violet operated at a frenetic pace as a top producer until an inevitable crash forced her to pause.

It was during a year-long sabbatical that she delved into the study of what she now terms the "Human Side Of Sales"—the invisible yet powerful force shaping our sales achievements or setbacks. This exploration sparked a new approach in sales, emphasizing the development of resilience and mental flexibility to excel in challenging situations.

Her Brainmap™ tool is pivotal, enhancing performance by tapping into the brain's transformative potential. Her work, featured in Forbes and celebrated on global stages, offers a message of hope, truth, and transformation. Audiences are often moved to tears by her candid sharing of personal struggles and the "demons" that influenced her daily life.

Through storytelling and humor, Violet invites her listeners to embrace a new way of thinking, a new way of being, and a new era of sales. Her legacy is not only in the revenue she generates but in the lives she transforms, guiding individuals and teams to shift from merely surviving to thriving. Violet Rainwater's journey is a testament to the power of resilience, the importance of mental health in professional success, and the transformative impact of embracing our humanity in the world of sales.