

RAIN Selling Two Day Agenda



RAIN Selling Training Roadmap



While each RAIN Selling program is customized based on your needs, core sections include:

Section 1: Communicating Your Value Proposition

Section 2: Rainmaking Conversations Part One:

- Lead Qualification
- Rapport
- Succeeding with 8 Buyer Personas
- Needs Discovery
- Impact

Section 3: Simulation Round One

Section 4: Rainmaking Conversations Part Two:

- New Reality
- Overcoming Objections
- Sales Call Planning
- Closing

Section 5: Prospecting

Section 6: Simulation Round Two

Section 7: Case Study & Role Play

Section 8: Goal Setting & Action Plans

Section 1: Communicating Your Value Proposition

Communicating Your Value Proposition

All good sales start with knowledge of your customers. How do you help your customers? What value do you provide? Once you know that, you can you communicate this value to prospects in a memorable, engaging, and natural way

You'll learn:

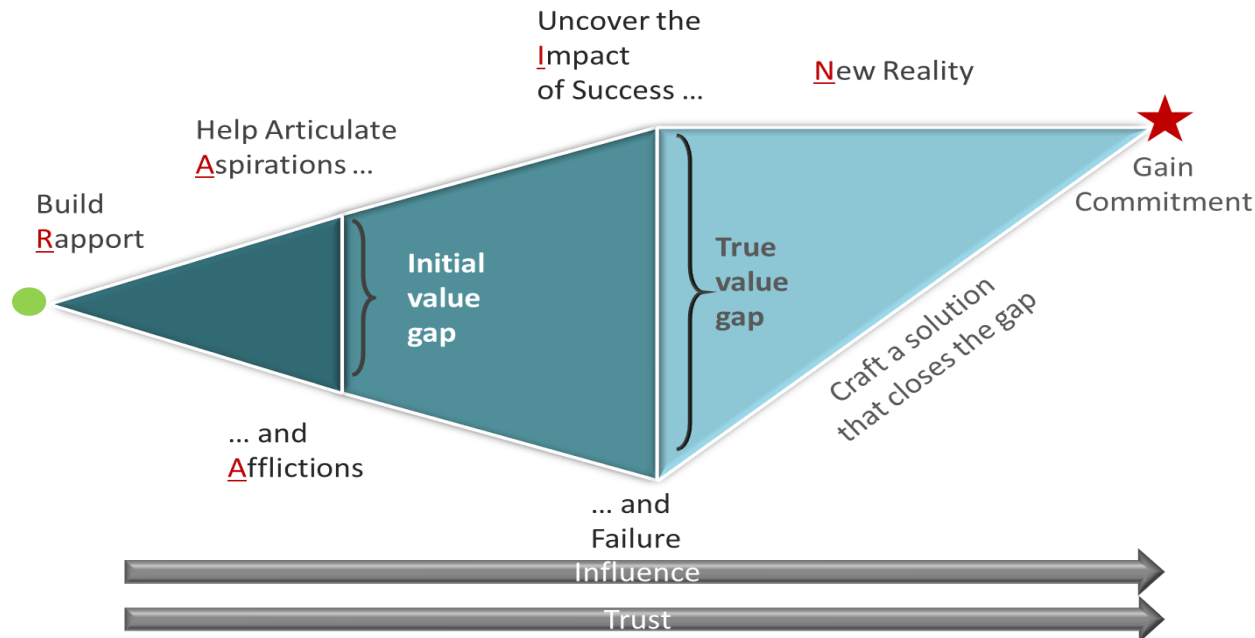
- 3 keys to developing a winning value proposition
- How to introduce yourself to prospects in a memorable way
- How to identify the true value of your offerings and how to articulate it
- Strategies to capitalize on the benefits you provide
- How to explain and build enthusiasm for hard to describe products and services
- How to uncover the hot buttons that drive prospects to buy from you, and keep buying

At the conclusion, you will have created a value proposition for a product or service you offer, which means you'll be able to communicate to prospects the value you deliver in a meaningful way.

Section 2: Rainmaking Conversations Part 1

RAIN Selling Conversation Framework

If you want to be able to lead masterful sales conversations, you need to know how to make connections with buyers, uncover needs, demonstrate impact, build trust, influence, and create a vision for the prospect of what their lives will be like after they purchase from you. The key to being able to do this is the proven RAIN Selling method. In Rainmaking Conversations part one and two we cover the key points in RAIN Selling giving you a proven model to follow in your sales conversations.



Section 2: Rainmaking Conversations Part 1

Keys to Qualifying Prospects

Top sales people are constantly evaluating which opportunities are worth pursuing, and how much effort and energy they should devote to each one. On the flip side, many average or unsuccessful sellers spend too much time focusing on buyers that don't have enough money to buy (or won't spend what they do have), can't make the decision, aren't interested in buying, don't perceive the need to buy, or will buy but will take years and years to do so.

We'll teach you how to qualify buyers using FAINT (and why other qualification methods fall short) allowing you to focus your time and energy on the best possible buyers.

Building Rapport and Connecting with Buyers

People trust people they like. People buy from people they like. People want people they like to succeed. Your ability to make connections with buyers and build rapport is a key to sales success.

This section covers the building blocks for building trust and making connections, and contains essential tips for building real rapport with prospects.

Section 2: Rainmaking Conversations Part 1

Succeeding with the 8 Buyer Personas

Regardless of the business or emotional reasons why clients buy, buyers have personal preferences for how they like to buy. The best salespeople map their selling approaches to the processes and psychology of buying, they "Think buying first, selling second."

In this section we're going to teach you about the 8 different buyer personas, how to recognize them, how they prefer to buy, and how you can approach each buyer in a way that will best facilitate sales success.



Decisive Danielle



Skeptical Steve



Gradual Greg



Relationship Renee



Innovator Irene



Collaborative Claire



Warp 9 Walt



Analytical Al

Section 2: Rainmaking Conversations Part 1

Uncovering the Full Set of Client Needs and Desires

You need to be able to uncover customer and prospect needs. Uncover problems and pain (afflictions) and desires and goals (aspirations) and you create the foundation for sales success.

In this section we'll teach you questioning techniques that uncover the full set of prospect needs while at the same time positioning you as the most helpful solution. Plus, we'll share the best approach to uncover the root cause of needs.

Maximizing the Impact of Your Solution So You Can Sell More with Less Buyer Resistance

What impact will buying from you have on the prospect and their business? Get your prospect to answer this question and you (and they) will know just how important solving the need or reaching the desired future state is. You'll also get a sense of just how much it's worth—and what your prospect might spend—to solve the problem or reach the goal.

This section covers strategies you should employ to uncover the impact, including how to build your own impact model, which will make your selling efforts more successful.

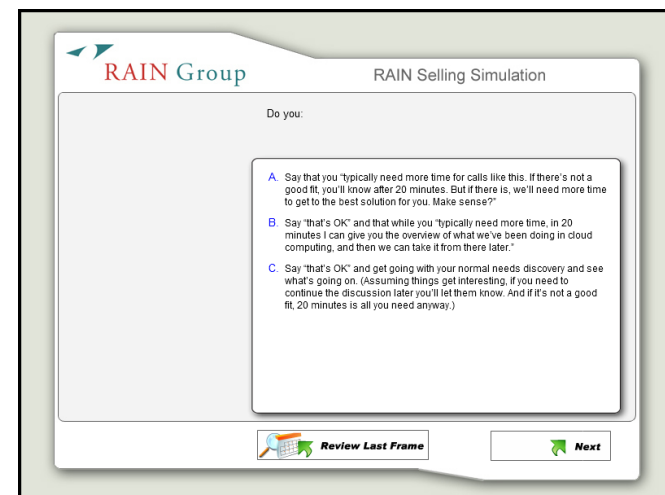
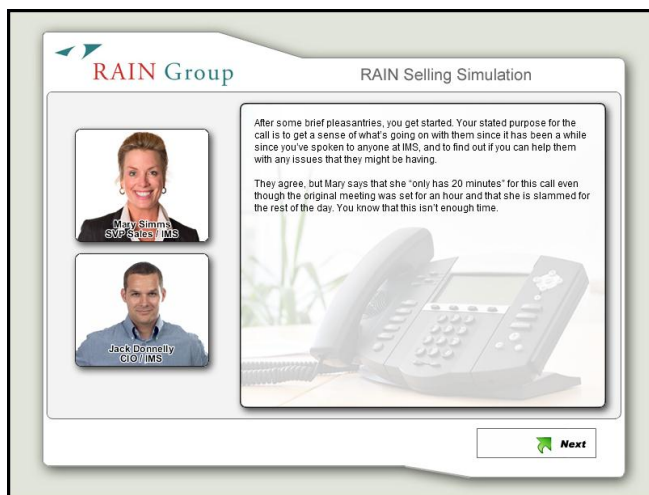
Section 3: RAIN Selling Simulation Round 1

You walk into a meeting with the purpose of closing a deal you've been working on for six months. About 10 minutes in, after the prospect has said they're a go, he says, "But budget's going to be a problem. We'll need to do it for 10% less."

Millions of dollars are at stake. What do you say?

These are the kinds of scenarios you'll face in the RAIN Selling simulation, a two-part, sales 'game' you'll play during the course of RAIN Selling.

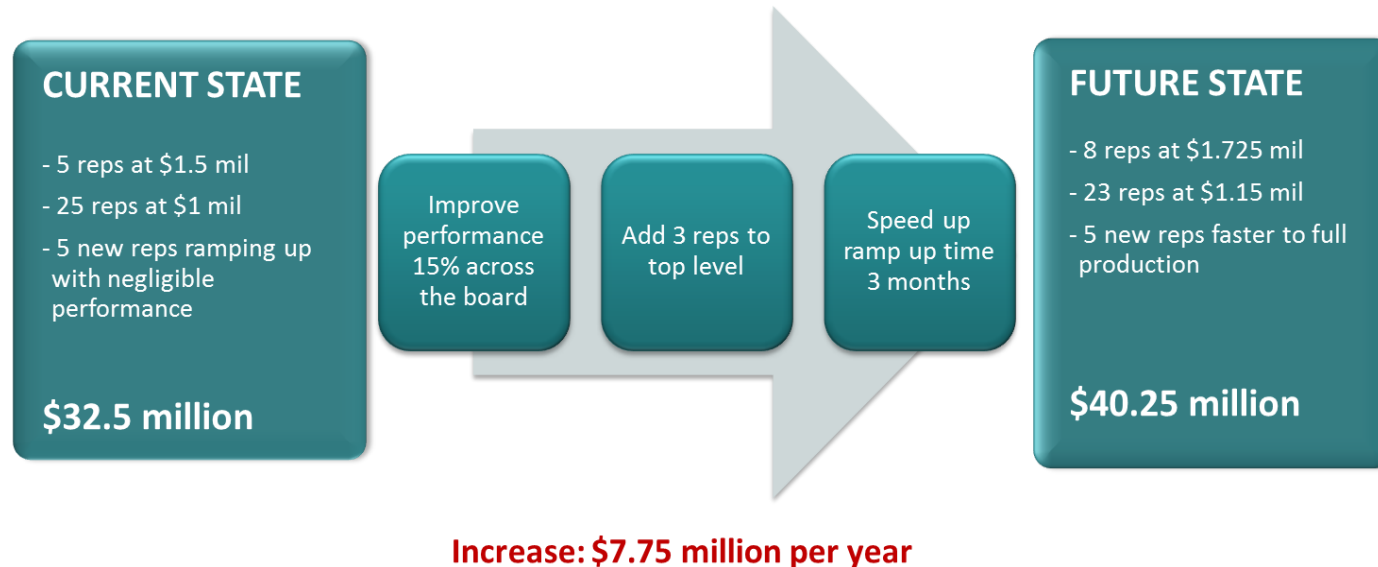
You'll immediately apply your new learning in the simulation where you'll work to win the most sales by using the techniques and tactics in a real life sales situation like the one above. Plus you'll receive immediate feedback on what you could have done differently to increase your sales success.



Section 4: Rainmaking Conversations Part 2

Bringing the New Reality to Life

We are all in the business of change. How you paint the picture of change and present it to your prospect has an effect on your ability to sell. This section covers how to build and communicate a compelling picture of how your prospect's situation will improve when they buy from you.



Section 4: Rainmaking Conversations Part 2

How to Overcome Objections

Unless you are fortunate enough to find prospects who completely understand their own needs, recognize the value you provide, agree with the impact of moving ahead, have supportive buy cycles, and prefer you above all others, you will at some point in your sales conversations run into objections.

In this section we'll walk you through a five-step process you can employ to overcome even the toughest objections. We also pay special attention to money objections, and help you to leverage the advanced technique of uncovering hidden objections.

Sales Call Planning

If you want to succeed in every conversation, you have to determine what success looks like, what actions you're going to take to achieve that success, and what might stand in your way of getting there. In this section, we introduce you to a powerful Sales Call Planner tool to help you answer six key questions before every sales conversation.

Closing Sales

Everything in sales leads up to the close. If you can't win the sale, all of your efforts are for naught. Here, we cover what it takes to win the sale, including how to set the table for success and close with the right actions, without using manipulative closing techniques that destroy trust and relationships.

Section 5: Prospecting

Keys to Prospecting Success

To this point you've been learning how to succeed with sales conversations. Now, you'll learn how to create them. Prospecting—the act of creating new conversations that lead to sales—is perhaps the most overanalyzed of all the stages in the sales process. It's also one of the most misunderstood.

In this section, we cover what it takes to fill the front end of your pipeline with qualified leads to keep the revenue flowing. You'll learn the 6 key concepts in prospecting that, if you follow, will lead to prospecting success.

Four Methods of
Prospecting:



Section 6: RAIN Selling Simulation Round 2

In this section you play round 2 of the RAIN Selling simulation. In a friendly competition with others in the training, you'll compete to win the most sales by using the strategies and tactics learned in the classroom.

You'll also receive immediate feedback on what you could have done better and why. This is an entertaining and engaging way to put new skills to practice.

Section 7: Case Study and Role Play

Prior to the training, we work with you to develop a custom case study based on a real selling situation your professionals face. Through an interactive role play, we work through the case study coaching you along the way.

This gives a real situation to which you can relate in order to practice and master the new sales skills. After the case study, we debrief on what happened, what went well, what you could have done better, and what you can do next time to improve your odds of success.

Section 8: Goal Setting and Action Planning

Goal Setting and Action Planning for Success

Goals are key to sales success. In this section you will learn how to set the right goals, build a system to achieve them, and get back on the horse if you find yourself straying from the path to success.

We'll introduce you to a goals framework that will help you break down big-picture goals into manageable chunks of the right actions that get you where you want to be.

You'll also create a personal action plan to guide you actions towards achieving your goals.

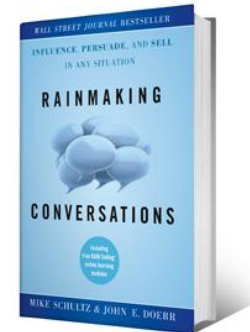
About RAIN Group

RAIN Group is a sales performance consulting and training firm dedicated to helping companies succeed with the complex sale. Founded in 2002, the firm has grown over the last decade into a recognized leader in sales improvement with an international client base.

RAIN Group has helped tens of thousands of salespeople and professionals in dozens of countries increase their sales significantly with our RAIN Selling methodology.

RAIN Group helps organizations:

- Enhance sales skills and improve sales results
- Increase cross and up-selling success
- Recruit, hire, and retain the best sales talent
- Greatly reduce the learning curve for new hires
- Increase the success of new product and service launches



**Wall Street Journal and INC Magazine Bestseller
Named Top Sales Book of 2011 by Top Sales World**

RAIN Group leaders Mike Schultz and John Doerr were named as the Top Sales Thought Leaders globally in 2011 by Top Sales World. We are leaders in sales research and publishing, including *The Wall Street Journal* bestseller *Rainmaking Conversations*, *How Clients Buy*, *Lead Generation Benchmark Report*, and many others.

We publish RainToday.com, named the 2010 and 2011 Top Sales Resource site by the Top Sales World. We speak at conferences and events globally on sales and selling and are frequently quoted in leading publications such as *BusinessWeek*, *Inc. Magazine*, *Huffington Post*, and *Entrepreneur Magazine*.

Contact us to learn how we can help you improve sales performance.

Call 508-405-0438, visit www.RainGroup.com, or email info@raingroup.com.