

RAIN Selling Learning System Overview



The RAIN Selling Approach

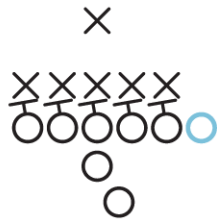
Prepare



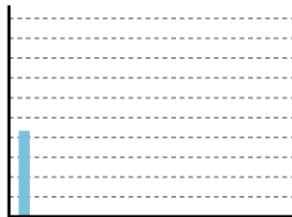
Rainmaker Assessment



online modules



action plans



success measurements

Launch



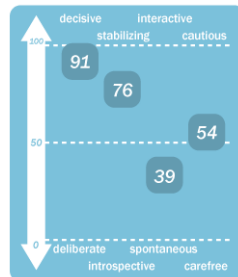
core live RAIN workshop



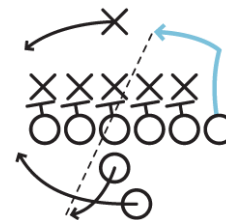
role playing



simulation



buyer personas



action plans

Ongoing



ongoing live workshops



book



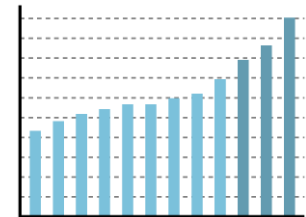
coaching



online modules & webinars



email reinforcement



success measurements

Prepare for Training Success

Much of the success you'll have with sales training is determined before you begin. Setting the table for success with the right preparation will ensure an effective initiative. We prepare for training success using:

Rainmaker Assessment

Not all sales people are created equal. Prior to training we assess your sales team, looking at who can sell, who will sell, how much they can improve, which areas need focus, and what training and development programs need to look like for your team to improve and achieve actual results. This allows us to tailor the program for your organization to address the areas that will make the biggest difference for you. The assessment is also an invaluable part of ongoing coaching and development.

Online Modules

We maximize classroom learning by introducing core concepts and getting your entire team speaking a common language prior to live training through our robust online learning modules.

Action Plans

Sales success requires action. You can give your sales team all the skills in the world, but if they don't put them to use, they will not improve their results. Early on, we help your team build goals and an action plan that will drive individuals' success.

Success Measurements

What does success look like for you? One of the first things we do is work with you to define success measures for your company. From there, we'll set up systems to track progress improvement over time.

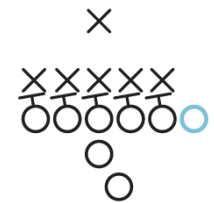
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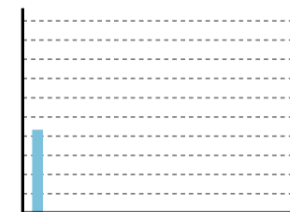
Rainmaker Assessment



online modules



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success measurements

Deliver Effective Training to Improve Sales Skills

Core Live RAIN Selling Workshop

We launch the program with our core RAIN Selling workshop, customized for you based on the Rainmaker Assessment results and your overall strategy for sales success.

Role Playing

Many sales training programs fall short because they are boring, are not applicable, and focus too much on lecturing versus learner practicing. RAIN Selling programs are highly interactive and include role playing exercises and custom case studies, allowing your team to practice and master new skills.

RAIN Selling Simulation

Your team will immediately apply their learning in a multi-round, “real life” sales simulation. In a friendly competition with others in the training, they’ll compete to win the most sales by using the strategies and tactics learned in the classroom.

Buyer Personas

Every buyer is different and has their own preferences and styles for how they make purchase decisions. For sales success, you must be able to understand your buyers and match your selling process to their buying process. Your team will take our work styles and ambitions assessment to help them understand how different buyers buy and how to identify and succeed with the 8 distinct buyer personas.

Action Plans

Using their pre-work plans as a base, we work with your salespeople to set goals and develop a specific action plan to achieve them.

Launch



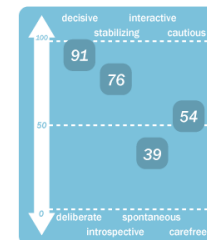
core live RAIN workshop



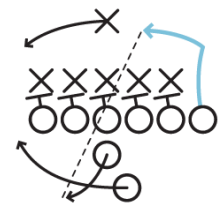
role playing



simulation



buyer personas



action plans

Reinforce Training for Lasting Impact

For training to have impact, it needs to be practiced and reinforced over time. After your team takes our flagship RAIN Selling seminar, they'll participate in reinforcement, additional skills training, and coaching designed to help your team take the new skills and put them into practice successfully.

Ongoing Live Workshops

A two- to three-day training event is a great first start. But it is, indeed, a start. With ongoing workshops, we dig deep into specific topics, practice with real situations, teach advanced strategies, and reinforce previous learning.

Coaching

Having an expert in selling by your side can be the most significant factor in your sales success. Our coaching program allows your team to meet regularly with coaches to stick to action plans, discuss specific sales situations, and hone their skills.

Online Modules and Live Webinars

You need your salespeople to have access to training in real time. Online modules are designed to give the lessons, interactive forums, and support needed to develop skills and inspire action. Plus, we have an extensive library of live webinars that we customize and deliver to clients.

Email Reinforcement

After training, your team will receive regular emails with specific sales tips and actions they can take to improve their results, along with email-based sales scenarios for interactive and in-depth experiences.

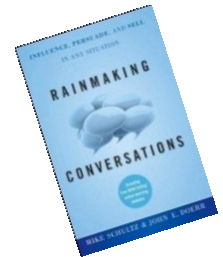
Success Measurements

Remember those success measures we set up in the pre-work? Now we track progress, see how it goes, and report results to senior management.

Ongoing



ongoing live workshops



book



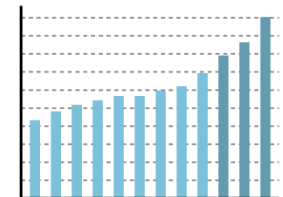
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online modules & webinars



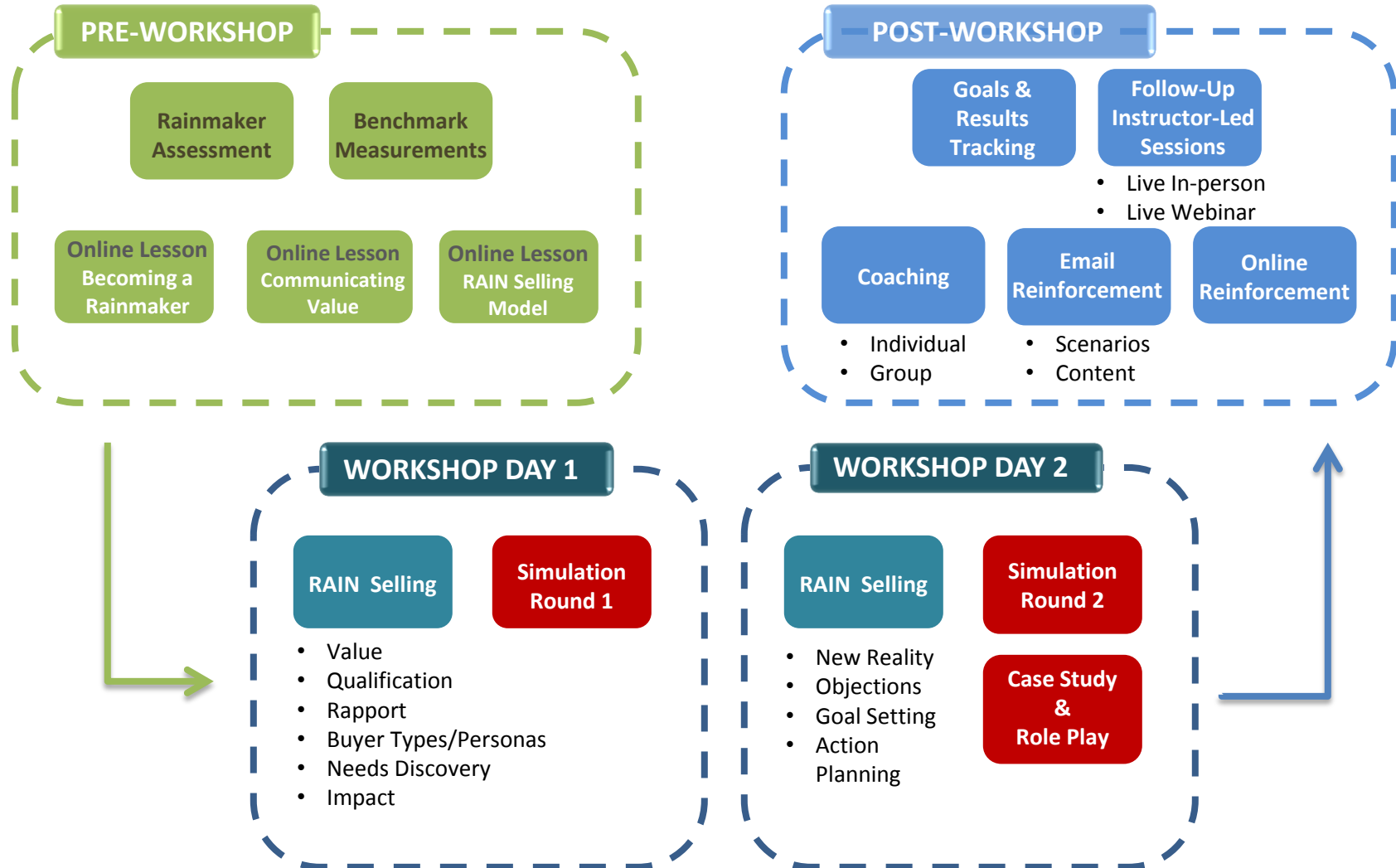
email reinforcement



success measurements






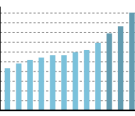
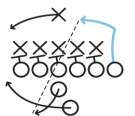
RAIN Selling Solution—Sample Kickoff

While every RAIN Selling program is customized to your needs, here's a sample program kickoff showing what happens before, during, and after the core RAIN Selling workshop:



RAIN Selling Solution—Sample Annual Program

While each company’s training has different content and details, here’s an example of a typical annual program.

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
 Rainmaker Assessment	✓											✓
 core live workshops	2-day RAIN Selling		½ day Networking		1 day RAIN Practice Session		½ day Negotiation		½ day RAIN Practice Session		1 day Presentation Skills	
 online and webinars	✓	✓		✓		✓		✓		✓		✓
 coaching	Ongoing group coaching calls											
 reinforcement	3-4 emails per week											
 success measurements	✓			✓			✓					✓
 action plans	Build	Implement										

Highlights of the RAIN Selling System

- Top methodology for success with the complex sale
- Employed by tens of thousands of people in companies across industries and continents
- Built to create rainmakers—the top 10% of all sales performers
- Blended learning solution—available both online and offline—for top learning and logistical flexibility
- Built for maximum reinforcement to ensure learning and impact on sales success
- Focuses on actual sales performance increases with RACE:
 - **Readiness:** Focuses on each individual's personal readiness for top sales performance.
 - **Action:** Focuses on taking daily action to improve results and surpass goals.
 - **Capability:** Develops the skills and knowledge needed to succeed in sales.
 - **Evaluation:** Sets expectations and measurements for success, and then evaluates success regularly based on individual and company goals and action plans.
- Engaging learning experience keeps people involved and “in the game”
- Fully customized to fit your particular company situation and goals, and designed to be exactly what your sales team needs to make significant improvements in sales
- “Train-the-Trainer,” custom online sales training communities, and content licensing available

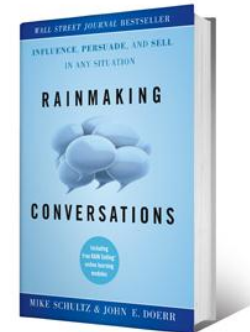
About RAIN Group

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.