RAIN Group

with contributions from LinkedIn

COMPLIMENTARY GUIDE

# 4 Steps to Fill Your Pipeline with Quality Opportunities

*Your Roadmap for Prospecting Success*

# Introduction

Prospecting is a challenge for even the most experienced sellers. To succeed in sales you need a steady stream of new opportunities entering the pipeline, whether it's with new clients or existing accounts.

However, with the COVID pandemic and the shift to working, buying, and selling virtually, organic opportunities to create these conversations have disappeared. There aren't in-person networking events, tradeshows, travel, or chances to grab dinner, a cup of coffee, or attend a sporting event together.

Filling the pipeline, while hard before, is increasingly difficult.

You must be more proactive and deliberate in your efforts to create these conversations. You must take the lead to drive opportunities and make the most out of the opportunities you have. You must work hard to uncover how you can be the most valuable to your buyers today.

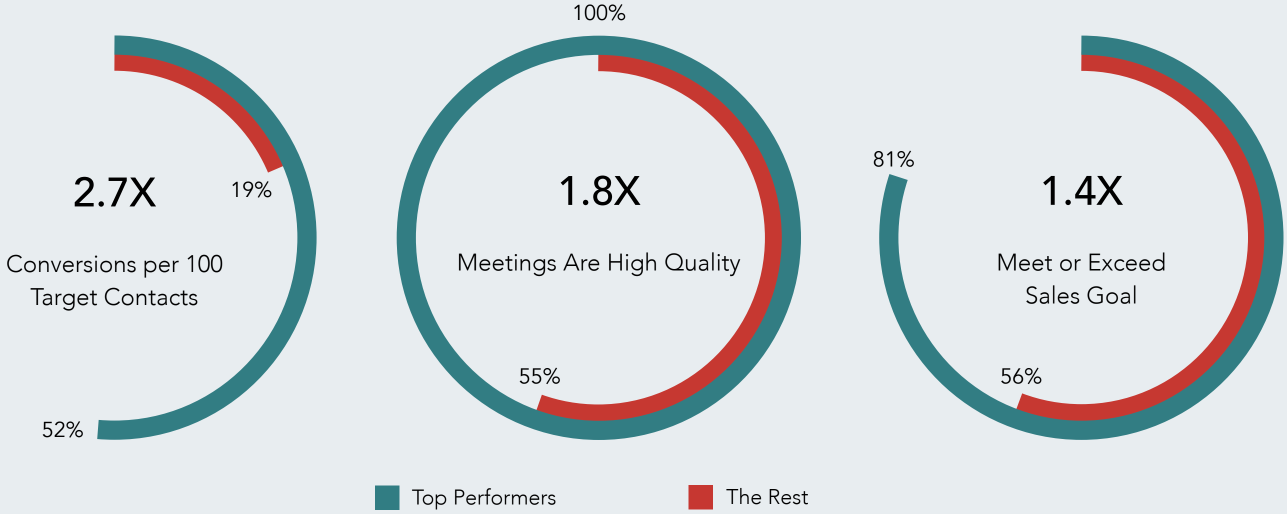
And it can be done.

In the RAIN Group Center for Sales Research study, Top Performance in Sales Prospecting, we found significant differences in how the best sellers generate conversations and the quality of those conversations compared to everyone else. In fact, Top Performers:

- Generate 2.7X more conversations
- Bring more opportunities to proposal
- Have higher win rates on proposals
- Are more likely to meet or exceed sales goals

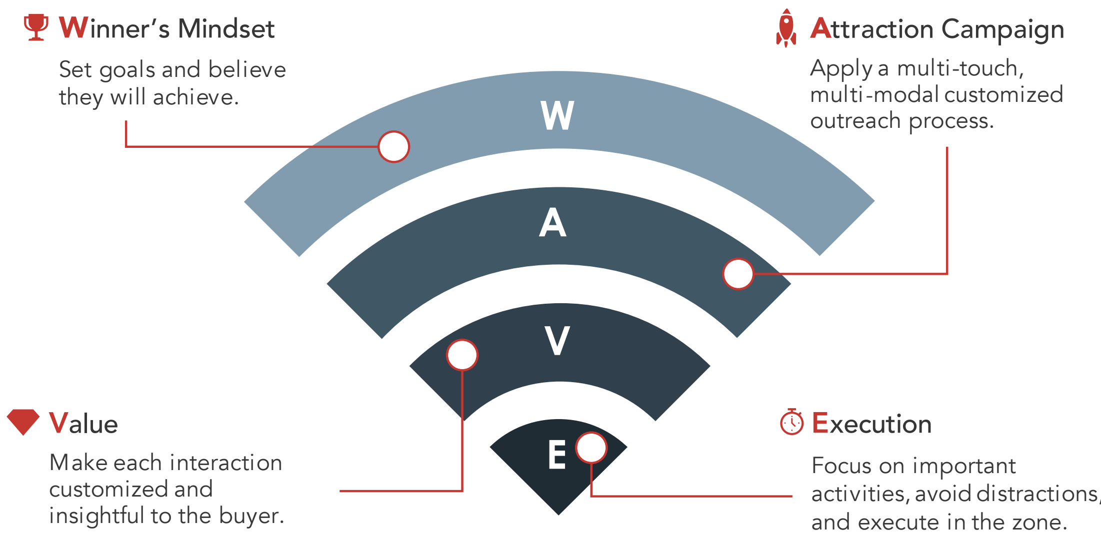
## Top Performers Generate More Conversations, Better Conversations, and Achieve Sales Goals

Along with generating more conversations, Top Performers experience better quality outcomes from their conversations and achieve strong business results.



You can achieve similar success when you create new sales conversations following WAVE:

1. **Winner's Mindset:** How you think about yourself and prospecting correlate with success.
2. **Attraction Campaign:** You must have an organized sequence of outreach across multiple media to break through to buyers when there aren't in-person meetings.
3. **Value:** You must have a compelling, value-based reason for buyers to want to meet with you.
4. **Execution:** You must manage your time, energy, and focus for the greatest success.




In this guide, we'll dig into the WAVE model and share strategies and tips you can implement to fill your pipeline and succeed in a virtual environment. We'll also share specific tips for how you can use LinkedIn, a powerful tool for creating new conversations virtually, to aid in your prospecting efforts.

# 01. Winner's Mindset

The attitude and focus of sellers regarding proactive outreach (prospecting or account development) is a key aspect of success.

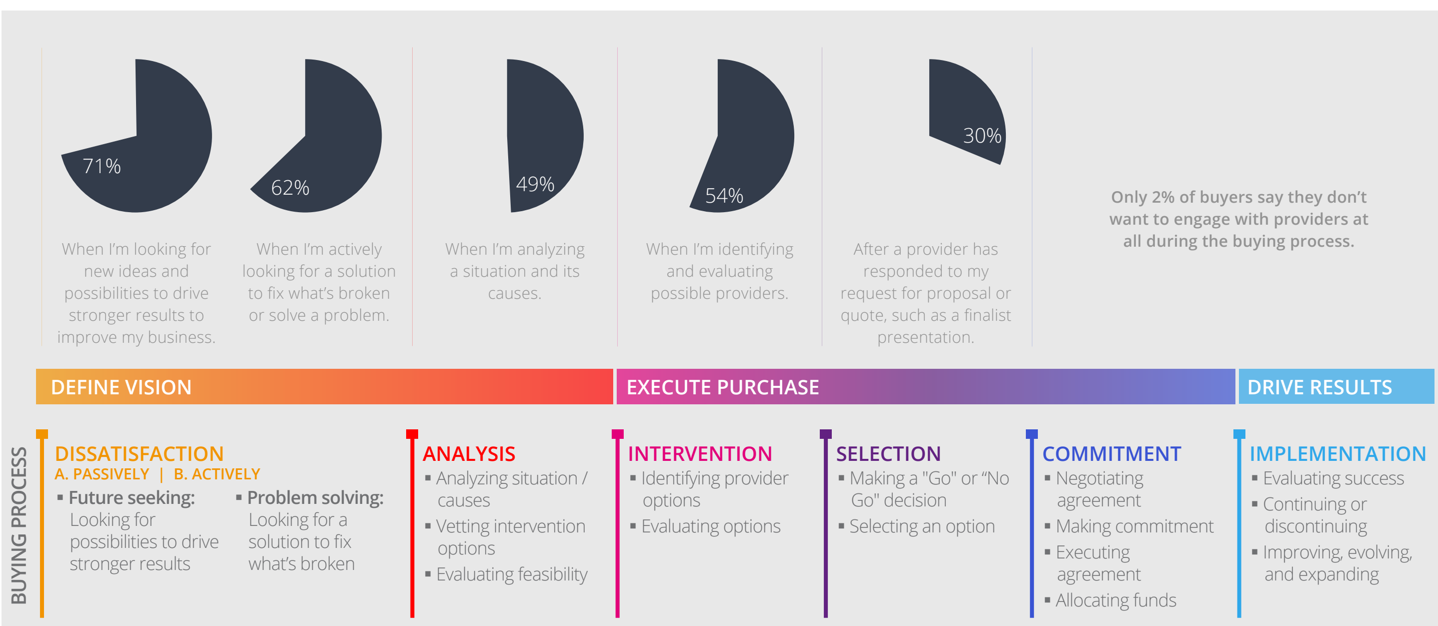
In our Top Performance in Sales Prospecting study, we found that the top challenge sellers face is not dedicating enough time or energy to their prospecting efforts, *and* nearly half of respondents don't enjoy the time they spend prospecting.

Motivation to be proactive, reach out, and generate new conversations is a huge challenge.

You have to change your mindset. To do so, consider these findings:

1. 82% of buyers accept meetings at least sometimes with sellers who reach out.
2. 75% of purchases are strategic (the purchase is an investment, not an immediate need), yet sellers propose strategic ideas only 14% of the time.
3. When account managers create opportunities proactively with their customers, client satisfaction shoots up (83% significantly better satisfaction).[1]
4. 71% of buyers want to hear from sellers at the earliest part of their buying process when they're forming ideas.

## When Do Buyers Want to Hear from Sellers in the Buying Process?




Buyers *want* to hear from you. Customers *want* to hear from you.

When you consider this and approach your outreach through the lens of adding value to your buyer and customer conversations, you'll experience much greater success and be much more motivated to proactively reach out on a consistent basis.

[1] *Benchmark Report on Top Performance in Strategic Account Management*, RAIN Group, 2016.

# 02. Attraction Campaign

**Attraction Campaign Defined:** A sequence of customized content and messages sent to buyers over a specific time period for the purpose of generating a meeting.

On average, it takes most sellers eight touches to generate a conversation with a buyer. Top Performers are able to do it in only five.

To succeed with creating new conversations, you must have an organized sequence of outreach deployed across multiple media with a strong value-based offer to compel buyers to act. We call this an **attraction campaign**.

An attraction campaign is not a marketing campaign. An attraction campaign is what sellers do, themselves, by hand—perhaps with some automation help, but at least significantly customized for each individual buyer.

There are four key components of an attraction campaign. At the end of this guide, we've included a copy of the Attraction Campaign Brief Template you can use to build your own.

## 1. Target List: Who Do I Want to Generate Meetings With?

You need a list of targets that you want to engage and influence. Your target list should include:

A. **Existing buyers and accounts:** Your customers and the accounts you're working to close are prime targets for generating new sales discussions. Ask yourself, "Are all of my accounts buying everything they should from me?" The answer is often a resounding, "No!"

B. **Past buyers:** It's a best practice to stay in touch with past clients—both past client organizations and past client individuals. Worldwide turnover rate was 10.9% in 2017, defined as the percent of LinkedIn members who indicated they left a company that year.[2] When you connect with your buyers on LinkedIn, you can follow past clients as they switch companies and bring in new individuals in target roles.

C. **Past opportunities:** Maybe they didn't engage with you then, but things are constantly changing. Stay in touch with past opportunities as you reach out.

   A LinkedIn study found that 78% of sales professionals were only connected to one person (single-threaded), or worst yet, not connected at all, in the accounts they're trying to close.[3] Only 7% were multi-threaded, or connected to six or more people at the account. Furthermore, the sellers who adopt a multi-threaded approach were more successful. On average, those focused on new business had a 34% lift in win rate when multi-threaded versus single-threaded into an account. The data is clear: it pays to connect with your opportunities and customers—current and past—and to connect with multiple individuals in these organizations.

D. **Network:** You should tap your network and your colleagues' networks to uncover buyers and referral sources. For example, LinkedIn's **TeamLink** utilizes the power of your entire team's network to help you find colleagues who can introduce you to people working at target accounts. It shows you Sales Navigator license holders on your team who are 1st-degree connections to leads in target accounts. You can easily see who can help you connect with potential leads and make a warm introduction (see next page).

   Likewise, your teammates also have the same access to your connections.

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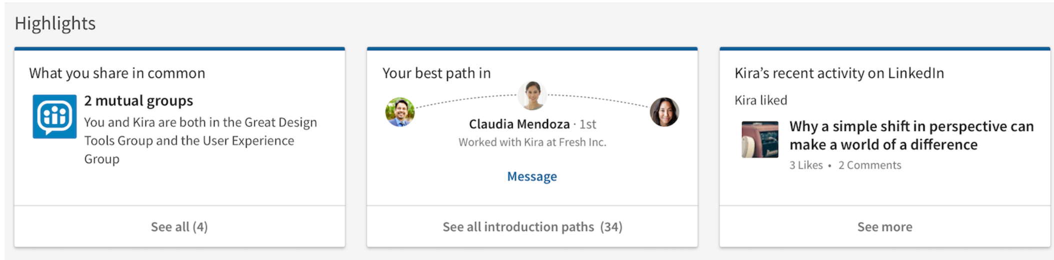
[2] Michael Booz, "These 3 Industries Have the Highest Talent Turnover Rates," *LinkedIn Talent Blog*, March, 15, 2018, https://business.linkedin.com/talent-solutions/blog/trends-and-research/2018/the-3-industries-with-the-highest-turnover-rates.

[3] Jonathan Weindel, "Relationships Matter Even More Than You Realize," *LinkedIn Sales Blog*, February 20, 2017, https://www.linkedin.com/business/sales/blog/management/relationships-matter-even-more-than-you-realize.

Tap Your Network to Uncover Buyers and Referral Sources




E. **High-value targets:** These are organizations that are the ideal fit for you based on your MVP (most valuable prospect) profile. In Sales Navigator search, you can filter and find prospects by industry, role, or company size. You can also save leads and accounts to various lists for outreach.

   Using LinkedIn's Extended Network Access, you can view the full names, profiles and activities of your 1st-, 2nd-, and 3rd-degree connections, many of whom are likely MVPs.

Once you know who you're targeting, you can prioritize and batch them in similar groups (e.g., industries, size, geography, relationship) to organize your outreach.

## 2. Offer: What Will They Find Exceptionally Compelling?

Offers aren't one size fits all. You often need a collection of different offers tailored to the buyer, their industry, and their business situation.

For example, you could have a trigger set up for when one of your top accounts hires a new COO to send an email about the "5 things COOs in <insert industry> need to do in their first 90 days" culled from your experience and research.

Whatever your offer is, it needs to be highly relevant and exceptionally compelling to get buyers to act. We cover more on this in the next section: Value (page 8).

## 3. Outreach: How Will I Break Through?

You need more than one touch or method to generate new conversations. In fact, 43% of buyers who accept meetings say it's okay for sellers to try to contact them five or more times before getting through.

You should have a multi-touch, multi-modal plan in place. For example, your outreach sequence might look like the following:

- Touch 1, Week 1: Email
- Touch 2, Week 1: LinkedIn Connection
- Touch 3, Week 2: Email
- Touch 4, Week 2: Phone/Voicemail
- Touch 5, Week 2: Email
- Touch 6, Week 3: LinkedIn InMail
- Touch 7, Week 3: Phone/Voicemail
- Touch 8, Week 3: Email

Furthermore, you must personalize your outreach. Based on an analysis of InMail messages sent by Sales Navigator users, sellers saw a 46% lift in InMail acceptance rates when having at least one commonality with a prospect versus having no commonalities.[4] Having common connections and attending the same school as a prospect drove InMail acceptance most in this study, regardless of the prospect's seniority.

[4] Jonathan Weindel, "Leverage Relationships to Improve Prospect Outreach," *LinkedIn Sales Blog*, March 30, 2016, https://www.linkedin.com/business/sales/blog/b2b-sales/leverage-relationships-to-improve-prospect-outreach.

## 4. Conversion: How Do I Secure My Desired Outcome?

An astounding 58% of sales meetings aren't valuable to buyers. While you may compel buyers to meet with you based on your value-based offer, you must deliver on that promise—and deliver convincingly.

We're hearing from buyers today, especially in a virtual setting, that they're unimpressed with sellers. There's a perceived lack of preparation as sellers jump from one Zoom call to the next.

To make your meetings more valuable, and increase your conversion rate from meeting to opportunity, you must do your research and make the initial call relevant to the buyer, their situation, and their industry.

And there's no excuse not to do your research ahead of time. Using Sales Navigator, you can extract key pieces of information about your buyers to prepare for upcoming sales meetings, including any common connections or common connections with others on your team, any recent promotions the individual has received or if they've been in the same role for many years, and information on the other potential decision makers in the deal.[5] Knowledge is power and this information allows you to tailor your meeting for the best results.

[5] Visit this article for more ideas on how to prepare for sales meetings: https://www.linkedin.com/business/sales/blog/b2b-sales/the-anatomy-of-a-successful-sales-meeting.

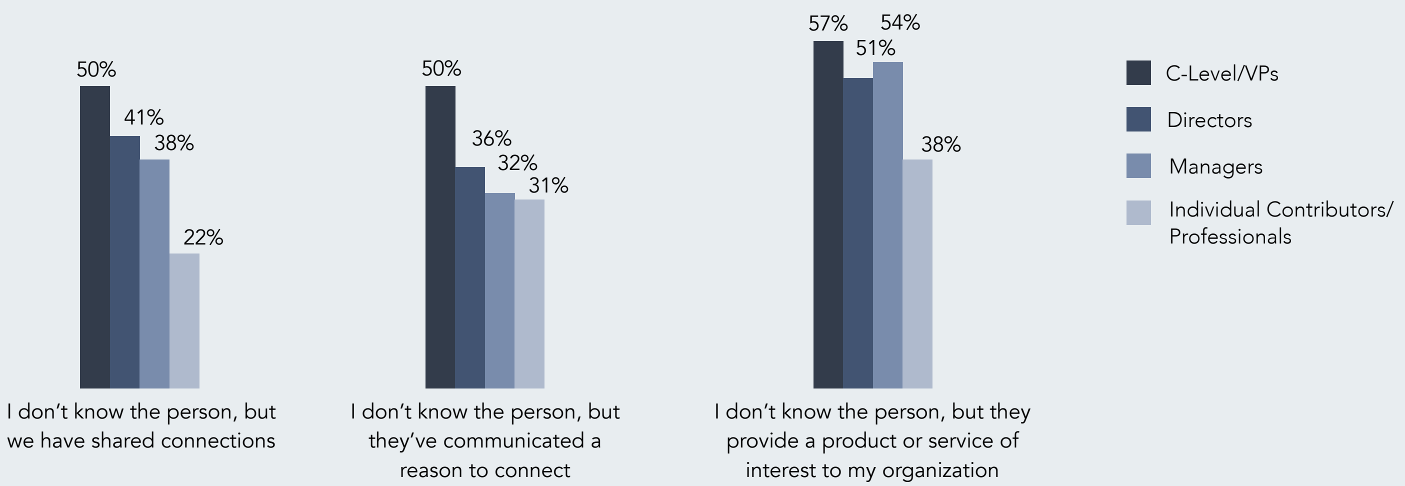
## Buyers Look You Up on LinkedIn Before Responding—Maximize Your Profile for the Best Results

LinkedIn plays an important role in generating conversations. Astoundingly, 82% of buyers review your LinkedIn profile before replying to outreach efforts. Based on an analysis of LinkedIn InMails sent, sales professionals with complete profiles saw a 63% lift in InMail acceptance rates.

You'll be evaluated by the digital brand you create, so it's imperative to create a good one. Your work experience, skills, summary, education, endorsements, headline, shared connections, number of connections, group memberships, and profile picture are all at least somewhat—and typically very—important to buyers in their evaluation criteria.

And they're even more important if you're reaching out to C-Level and VPs because those buyers are more likely to connect with you on LinkedIn.

### How likely are buyers to connect with someone on LinkedIn in the following situations?




LinkedIn is a powerful sales tool in your arsenal to use in generating new conversations. Don't underestimate the influence of your digital brand.

# 03. Value

Your attraction campaign, if you want it work, will have buyer-focused value at its core. When you reach out to buyers, they question things like:

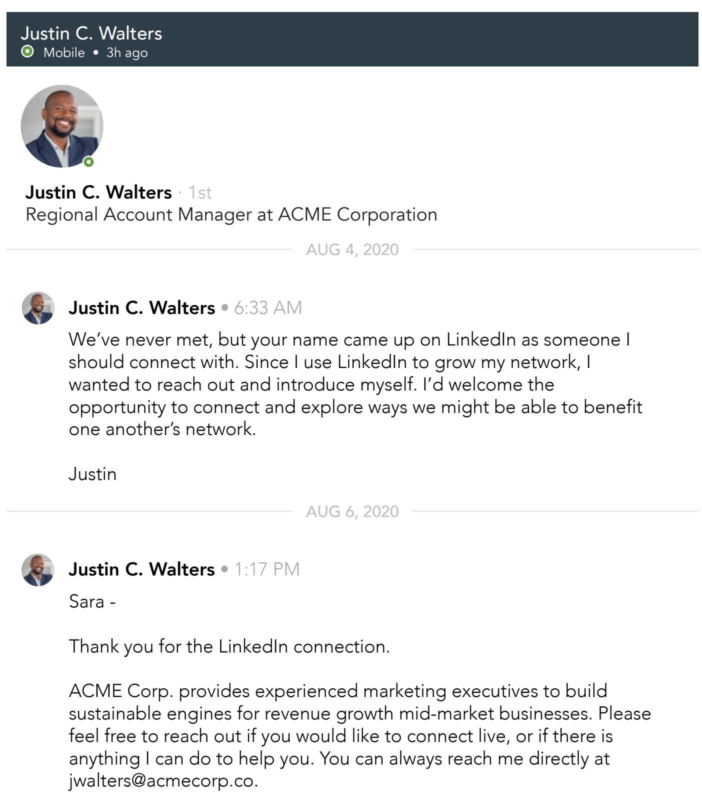
- Is this meeting worth my time?
- Would pursuing this offering be worth my time?
- Does this person seem like they're worth my time?
- Do I think interacting with this company will be worth my time?

You need to understand value from the buyer's perspective, which boils down to their thoughts on the following 4 Whys:

1. **Why Act?** Why is taking action worth it?
2. **Why Now?** Why is taking action with urgency important?
3. **Why Us?** Why are you the best choice to talk to about something or buy something from?
4. **Why Trust?** Are you credible for both an initial conversation, and then an eventual purchase?

The more you understand the buyer-focused value case, the better you'll be able to grab buyers' attention and compel them to meet with you.

To do this well, you must customize your message. The vast majority of the prospecting messages we see from sellers aren't customized. They look like spam and/or something sent by an obvious automatic process. Here's an example of an actual message we've received:


Justin C. Walters
Mobile • 3h ago

**Justin C. Walters** · 1st
Regional Account Manager at ACME Corporation

AUG 4, 2020

**Justin C. Walters** • 6:33 AM

We've never met, but your name came up on LinkedIn as someone I should connect with. Since I use LinkedIn to grow my network, I wanted to reach out and introduce myself. I'd welcome the opportunity to connect and explore ways we might be able to benefit one another's network.

Justin

AUG 6, 2020

**Justin C. Walters** • 1:17 PM

Sara -

Thank you for the LinkedIn connection.

ACME Corp. provides experienced marketing executives to build sustainable engines for revenue growth mid-market businesses. Please feel free to reach out if you would like to connect live, or if there is anything I can do to help you. You can always reach me directly at jwalters@acmecorp.co.

These types of messages are more repelling than compelling.

The seller in this example doesn't **resonate** with the buyer as a person, doesn't **differentiate** themselves from others, and doesn't **substantiate** why the buyer might want to trust them.[6] There aren't any customizations other than a name, and nothing indicates the sender looked up the recipient or their company.

It's lazy and goes straight in the trash.

As a seller, you're trying to build a relationship. You need to say something that shows you researched the buyer and have a compelling reason—from the buyer's perspective—to reach out.

One of the best ways to do this is using trigger events. A trigger event is something specific that has happened that creates an opening for a seller to reach out. The more you can use trigger events, the more you'll generate actual meetings.

LinkedIn is an excellent tool to help you identify trigger events. In Sales Navigator you can set up alerts for the following:[7]

- **Account News:** A saved account was mentioned, or funding news was mentioned, in an article shared or published on LinkedIn.
- **Account Updates:** A saved account shared a post, article, photo, or published an article.
- **Accounts Preparing to Grow:** A saved account has increased the number of jobs posted on LinkedIn in the past 90 days.
- **Lead Information, News, and Shares:** A saved lead has moved to a new company, changed roles within a company, was mentioned in the news, or shared a post on LinkedIn.
- **Lead Engagement:** A lead accepted your connection request on LinkedIn, viewed your profile, or engaged with your company's content or company page on LinkedIn.
- **New Senior Hires at Account:** A saved account has hired a new employee into a director-level position or above.
- **Suggested Leads:** Recommendation to save a recently-viewed individual as a lead or view decision makers at an account you recently viewed or saved.

[6] For more on building a value proposition, click here: https://www.rainsalestraining.com/blog/3-rules-for-building-a-value-proposition.
[7] Features vary depending on your subscription type. For a full list, visit: https://www.linkedin.com/help/sales-navigator/answer/a105133.

## Offers Buyers Find Valuable

According to buyers, customized insights relevant to their business capture their attention. The chart to the right reveals the top offers that influence buyers to meet.

C-level and VP buyers are significantly more likely to be influenced to take a meeting by ROI cases (75%) and 100% customized content written just for them (75%) compared to lower levels (directors and managers).

If you can provide research and 100% customized content with capabilities information, you have a powerful cocktail.

One of the easiest ways to customize content and make it relevant is by using the trigger events noted in this report.

## 6 Outreach Approaches to Generate Conversations

There are six tested and proven approaches to outreach that intrigue buyers to open the door to discussions. As you develop your offer consider these:

1. **New Ideas:** Sellers who drive value for buyers in the form of insights and ideas achieve greater success than those who don't. Even now, during COVID, 64% of buyers tell us that a seller's ability to educate with new ideas and perspectives highly influences their purchase decision.[8]

   Here's an example using the new ideas approach and a trigger event, highlighting the 4 Whys in an outreach communication:

   *Tom,*

   *Your priority to attract top millennial talent* [Why Act] *jumped out at me in Davos Co.'s annual report.* [Trigger Event]

   *We worked with Outtel's HR team to clearly define the "sense of purpose" in their workplace culture. It's an overwhelming differentiator and has resulted in a 20% uptick in accepted offers.* [Why Act] *Are you exploring this approach?*

   *Let me know if you're interested in our research* [Why Us & Why Trust] *on why it resonates with top talent. Given that you have several new job openings, this research could be applied immediately.* [Why Now]

   *Any chance you're free on the 14th?*

   *Jessica*

2. **Best Practice:** With the best practice approach, the idea is to share insights on what others are doing and what's working to intrigue buyers to learn more. It's powerful to pair this with primary research. You can also share best practices based on curated research and results you've achieved with other clients in similar industries. Again, the more you can customize the message and make it relevant to that individual buyer, the greater chance you'll create a conversation.

3. **Straight Results:** The straight results approach focuses on the outcome or ROI, often including results you've achieved with other clients.

4. **Capabilities:** It's true, buyers can find your capabilities on the web. However, busy executives aren't often sitting at their computers browsing websites….and if they are, what're the odds they'll find you?

   With a capabilities approach, you bring forward a list of competencies and skills a buyer might find appealing. Often you can identify trigger events for specific needs that allow you to present your capability to the right person at the right time.

5. **Demonstration:** For specific offerings like technology, products, and even consulting, demonstrations can be very powerful. With demonstrations, you showcase or present clear examples of your capabilities and the results buyers can achieve with them.

6. **First Step:** The first step approach is all about offering something of value that's easy for a buyer to accept. Maybe it's not a meeting right away, but an invite to an upcoming webinar, a new white paper, a book, or a piece of research. You're providing value with something they can easily say "yes" to and then follow-up to ask their impressions and propose a meeting.

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[8] Learn the top factors that influence buyers' virtual decisions in our *Virtual Selling Skills & Challenges* report.

# 04. Execution

While you might have great value, a winner's mindset, and a strong attraction campaign, you can't stop there. Execution is where most outreach tends to crumble.

Nowhere in selling do sales professionals need more focus, discipline, and execution than they do in proactively reaching out to generate new conversations.

At RAIN Group, our execution system is built around the 9 Habits of Extreme Productivity. Here are three of our favorite tips from this system that will help you drive your proactive sales activities and execution.

## 1. Plan & Share Your Actions

One of the key habits of Extreme Productivity is to **Recruit Your Drive**. Everyone has drive. If you take specific actions, you can increase your drive so nothing will stop you from pursuing your goals.

In *The Progress Principle*, we learned about a study of more than 600 managers from dozens of companies who were asked to rank the impact of the following five factors on employee motivation. Which do you think had the greatest impact?

A. Incentives
B. Clear goals
C. Interpersonal support
D. Recognition
E. Support for making progress

Recognition (D) was the most commonly guessed by managers. However, support for making progress (E) was actually the most motivating.

A strong focus on weekly actions—just 20 minutes a week planning them—and then tracking your progress on those actions will help you feel more motivated.

To consistently create new conversations, you need to make proactive outreach a regular, measured part of what you do. Maybe you need to build your list, develop your offer, or create the outreach sequence. Whatever it is, put it in your action plan and then share your plan with someone.

When researchers at Dominican University studied workplace achievement of objectives set in 4-week blocks, they found:

**Group one:** No tracking of objectives or sharing results—43% of achieved objectives.

**Group two:** Wrote out objectives and tracked them weekly with a colleague—76% of achieved objectives.

Writing and sharing objectives resulted in almost double the success rate.

In fact, we found in our research of thousands of people that underpinned *The Extreme Productivity Benchmark Report*, that the Extremely Productive (or The XP) were 3.4x more likely than The Rest to track their progress weekly with an accountability partner.

Planning actions and tracking them with a partner is a powerful force in recruiting your drive.

**Investment TIME Defined:** Time to complete an activity that will yield outsized returns.

**Greatest Impact Activity (GIA) Defined:** The one investment activity you prioritize on a given day.

## 2. Calendar Your TIME

For any activity you need to do—for anything important that requires you to be proactive—you have to get started! Many people know they need to get started, then don't.

You have to choose proactivity, but it's not easy, and you can't stop at planning your weekly activities.

In our research, we found that calendaring investment activities is a key driver of extreme productivity, and that the The XP are 2.7x more likely than The Rest to do this. The XP are also 4x more likely to get their day started with the one activity they believe will most drive their success that day—what we call the Greatest Impact Activity (GIA).

If generating new conversations is an important activity for you, make it your GIA, put it in your calendar, and start your day spending dedicated time focusing on it. If you put it in your calendar, you're more likely to do it.

Here are a few habits and specific activities you can calendar each day to help fill your pipeline:

- Build a list of current and past clients and calendar time to reach out to five of them each day.
- Calendar 30 minutes a day to spend on LinkedIn Sales Navigator, responding to alerts and reaching out based on trigger events.
- Review your network's network and ask for three introductions each day.
- Reach out to 10 new LinkedIn connections per day.
- Customize and send five new InMails per day.
- Share one new piece of content with your network each day.[9]

Put this time in your calendar and, when your reminder pops up, sprint into the zone and focus your efforts here. If you do this regularly, it'll become a habit and you'll continuously generate new conversations and opportunities.

## 3. Sprint into the Zone

Your calendar alert goes off to spend the next 30 minutes on Sales Navigator. You've planned the activity knowing you'll use the time to respond to triggers and reach out, and you've calendared your time. You have every intention of focusing so you sit down, open LinkedIn, and then Alert! New email! *Oh, Pat just got back to me with that report I've been waiting for.* You open the report and see a few data points you want to share with the team. You open a new email and begin crafting it.

Before you know it, you've lost your 30 minutes.

It's not like this happens periodically. This happens all the time, even when you have the best of intentions.

What can you do to head this off at the pass? Sprint into the zone.

[9] For other ideas, read https://www.linkedin.com/pulse/my-best-3-tips-from-using-sales-navigator-every-day-lia-paddy/?articleId=6602048300050976768.

The zone (also known as flow) is the mental state where a person performing an activity is fully immersed in a feeling of energized focus, full involvement, and enjoyment in the process of the activity. If you want to maximize effort per work hour, get in the zone.

If you want to get in the zone, the best thing to do is establish a daily routine of obsessed, planned Sprints.

## 5 Rules to Sprint into the Zone

1. **Sprint:** Work on a planned task for 20 minutes minimum with a visual timer on, counting up.
2. **Relay:** Perform four TIME Sprints in a row with up to 6-minute breaks in between. Four Sprints in a row is a Relay.
3. **Extend:** You can extend a TIME Sprint up to 90 minutes but no more. At 90 minutes, take a break.
4. **Focus:** If you feel a distraction, don't task switch. Write it down and keep Sprinting.
5. **Track:** Record your Sprints & Relays. Award yourself a Sprint for every 20 minutes. (For example, if you extend a Sprint and go 40 minutes, it's two Sprints.)

In order to make Sprinting most effective, make it daily. This way you establish it as a habit.

Make it planned. When you start a Sprint, focus on a particular activity you know you need to do. Whether it's your GIA or clearing out emails, focus *only* on that for the Sprint time period.

And make it obsessed. If you don't turn on a timer, if you allow yourself to media or task switch, or if you don't track your Sprints, you won't get into the zone, and you won't experience the full benefit of the process.

A common challenge for prospecting, account growth, and other proactive sales activities is finding the time to do them, avoiding the tremendous distractions that we all face every day, and getting in the zone when working. To be more productive in your efforts to generate new conversations:

1. Plan and share your actions
2. Calendar your time
3. Sprint into the zone

# Conclusion

If you want to succeed in creating new conversations with new buyers or existing accounts, keep WAVE in mind:

- **Winner's Mindset:** Approach your proactive conversation development with the right mindset. Buyers and customers want to hear from you, providing you deliver value in your conversations.
- **Attraction Campaign:** Apply a multi-touch, multi-modal, customized outreach process to generate meetings with buyers at the right level through ongoing one-to-one effort.
- **Value:** Put buyer-focused value at the center of your outreach and focus on making each interaction customized and insightful for the buyer.
- **Execution:** Plan your most important activities, share your plan with a partner, calendar your time, and then execute in the zone. Finally, use tools like LinkedIn Sales Navigator to make your efforts more efficient and effective. You'll not only get a lot more done, you'll achieve great results.

Accompanying this report, we've included the RAIN Group Attraction Campaign Template you can use to begin generating more conversations today. You can find an editable version of the template here.

If you'd like a friendly walk-through of LinkedIn Sales Navigator, you can request one here. You can also learn more about LinkedIn's latest updates and upgrades here.

# Attraction Campaign Brief

Prefer an editable version? Click here.

| | | | |
|---|---|---|---|
| Campaign | Enter attraction campaign name. | Updated | Click to enter a date. |

## Campaign Overview

Describe the campaign here.

## Goals

| | | | |
|---|---|---|---|
| Meetings | Enter number of meetings / time period. | Revenue | Enter revenue goal. |

## Target Profile

| | |
|---|---|
| Buyers | Enter titles and departments of target buyers. |
| Influencers | Enter titles of individuals able to influence buyer decisions. |
| Size of Company | Enter revenue range and/or number of employees. |
| Geography | Enter regions to include and exclude. |
| Industry | Enter industries to include and exclude. |
| Other | Enter any business-specific criteria such as common trigger events. |

## Initial Meeting

| | Why Act? | Why Now? |
|---|---|---|
| Core Value Offer for the Meeting | | List ways to create urgency. How will the buyer miss out if they don't meet with you? |

## Additional value for generating meetings:

| Why Us? | Why Trust? |
|---|---|
| | |

| | |
|---|---|
| Desired Outcome | Enter desired outcome for the initial meeting. |

## Touch Sequence

On the next two pages, identify your means of outreach for each touch point and the key messaging you'll use.

| | Method | Key Messaging Points |
|---|---|---|
| Touch 1 | Choose one. | List key messaging points and outreach approach. |
| Touch 2 | | |
| Touch 3 | | |
| Touch 4 | | |

| | | |
|---|---|---|
| Touch 5 | | |
| Touch 6 | | |
| Touch 7 | | |
| Touch 8 | | |

## Referrals

| Referral Strategy |
| --- |
| Enter strategy action list. |

## Pushback

| Common Pushback | Response Strategy |
| --- | --- |
| Enter buyer pushback. | Enter response strategy. |

## Notes and Resources

| Collateral and support available |
| --- |
| List all available resources. |

## Other Notes

| Additional Notes |
| --- |
| Insert any additional information. |

## Messaging Detail – Touch Sequence

As you fill out messaging specifics below, keep in mind:

| All Touches | Email & LinkedIn | Phone |
| --- | --- | --- |
| ▪ Value offer for the meeting<br>  ▪ Resonate (Why Act? Why Now?)<br>  ▪ Differentiate (Why Us?)<br>  ▪ Substantiate (Why Trust?)<br>▪ Intrigue and delight<br>▪ Customize<br>▪ Call to action | ▪ 3-4 word subject line<br>▪ 50-125 words (email)<br>▪ <100 words (LinkedIn)<br>▪ Trigger event line early<br>▪ Use bullets; use numbers (1,2,3)<br>▪ 3rd grade reading level<br>▪ Ask 1-3 questions | ▪ Clear reason why you are calling<br>▪ Questions to engage and prequalify<br>▪ Schedule time and date<br>▪ 15-30 sec (voicemail) |

| | Method | Messaging Specifics |
|---|---|---|
| Touch 1 | Choose one. | Enter complete script. |
| Touch 2 | | |
| Touch 3 | | |
| Touch 4 | | |

| | | |
|---|---|---|
| Touch 5 | | |
| Touch 6 | | |
| Touch 7 | | |
| Touch 8 | | |

| | | |
|---|---|---|
| Touch 9 | | |

## Messaging Detail – Referrals

| Referral Request Template |
|---|
| Enter referral request template; include target profile and the value offer for the meeting. |

| Introduction Template |
|---|
| Enter introduction template for your contact to use when introducing you. |

# RAIN Sales Prospecting: Create Conversations with Ideas and Insights

Nothing has changed more in sales in the last decade than prospecting. It's more difficult than ever to get through and set meetings with your buyers. Based on groundbreaking research from the RAIN Group Center for Sales Research, we now know what works and what doesn't in the world of prospecting.

If you want your team to achieve top performance in sales prospecting, this is the program for you.

Our RAIN Sales Prospecting training is unlike any other educational experience. Participants will:

- Apply what they learn in real-time to connect with prospects and set meetings
- Use multi-touch, multi-modal messaging that we work with you to develop for phone, mail, email, and social media
- Learn to stay focused on and obsessed with prospecting results using our Extreme Productivity approach
- Have access to cases, examples, and exercises tailored to your industry and your buyer profiles
- Continue to learn long after the training is over: RAIN Group's world-class reinforcement includes custom emails, online lessons, and coaching to ensure learning sticks and transfers on-the-job

## Embed an Award-Winning Sales Method

- **Customizable:** Tailor to your company's specific way of prospecting
- **Flexible:** Develop curricula and deliver as it fits your schedule
- **Blended:** In person and virtual instructor-led training
- **Scalable:** Deliver as much or little as you like from small groups to large roll outs as and when you need
- **World-Class Education System:** Deliver training that works, sticks, and transfers on the job

## Unleash the Prospecting Potential of Your Team

If sellers on your team have difficulty overcoming prospecting reluctance, connecting with decision makers, securing meetings, or if the training you've tried in the past hasn't translated to on-the-job performance, give us a call, and we'd be happy to walk you through our complete educational system, delivered both live and virtually.

### Components

**Live Prospecting:** Participants apply what they learn in real time to reach out to prospective buyers and generate meetings.

**Prospecting Messaging:** We work with you to develop the key messages most likely to resonate with your targets.

**Attraction Campaigns:** We work with you to develop and write multi-touch, multi-modal Attraction Campaigns for phone, mail, email, and social media to set appointments at a high rate.

**Execution Assurance Coaching:** Ensure sellers are held accountable and change happens with our 90-day execution assurance process.

### Contact RAIN Group

**Phone:** 1-508-405-0438

**Email:** info@raingroup.com

**Web:** raingroup.com

### About RAIN Group

RAIN Group helps companies unleash the sales potential of their teams. We've helped hundreds of thousands of sellers, managers, and professionals in more than 75 countries increase their sales significantly with our sales training and sales performance improvement.

### Global Locations

Boston - Headquarters

Bogotá
Geneva
Johannesburg
London

Mumbai
Seoul
Sydney
Toronto

# About RAIN Group

## Unleash the Sales Potential of Your Team with RAIN Group

Named a Top 20 Sales Training Company by Selling Power and Training Industry, RAIN Group delivers award-winning results through in-person and virtual sales training, coaching, and reinforcement. We've helped hundreds of thousands of sellers, managers, and professionals in more than 75 countries increase their sales significantly with sales training and performance improvement solutions.

We can help you:

### Implement Sales Training that Delivers Real Results
RAIN Group's sales training system inspires real change and delivers real results that last. Our rigorous approach includes sales team evaluation, customized training programs, robust reinforcement, and coaching to help you and your team develop sales skills and maximize your results.

### Grow Your Key Accounts
At most companies, there's a huge, untapped opportunity to add more value—and thus sell more—to existing accounts. We help our clients capitalize on these revenue growth opportunities. Whether it's simply increasing cross-selling and up-selling or implementing a major strategic account management program, we can help.

### Deliver High Impact Virtual Instructor-Led Training
Training a remote and dispersed sales team is a challenge for many sales leaders. We use a mixture of virtual instructor-led training, interactive digital reinforcement, eLearning, and virtual coaching to deliver award-winning training and results.

### Implement World-Class Sales Coaching
We coach sellers, professionals, and leaders individually and in groups to achieve the greatest and fastest increase in sales results. And we train and certify leaders and managers in our RAIN Sales Coaching system. Often, it's RAIN Sales Coaching that truly unlocks the team's potential, and keeps them motivated to produce the best results consistently.

Find out more about how RAIN Group can help you unleash the sales potential of your team by visiting raingroup.com or calling (508) 405-0438.

## RAIN Group's Clients

Agilysys · BDO · TOYOTA · CONVERGYS · HITACHI Inspire the Next · LEE HECHT HARRISON · OPTUS · LOWE'S

## Global Locations

Boston - Bogotá - Geneva - Johannesburg - London
Mumbai - Seoul - Sydney - Toronto

## Connect with Us