

Build Your Prospecting Plan for 2022

Tactics to Maximize Your Results



RAIN Group



Neil Wood is a Senior Consultant at RAIN Group. He specializes in effective communication and better teaming to help people reach their potential.

Neil has spoken to more than 50,000 people over the last 20 years. His high-energy and interactive presentations are based on extensive research, his own sales and leadership experiences, and experiences of the thousands of successful people he has met and interviewed in the last forty years.

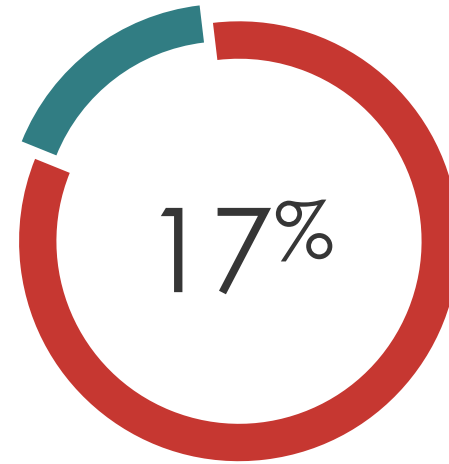
Neil excels at developing sellers and helps them exceed their goals and overcome obstacles. Neil believes success depends on flexibility, adaptability, loyalty, and pursuing one's purpose.

Neil is an author, Air Force Veteran, and Olympic Trials qualifier. His expertise in visualization, goal setting, discipline, and positive thinking helped him expand his own comfort zone, something he strives to bring to clients.

RAIN Group Center for Sales Research

Sellers

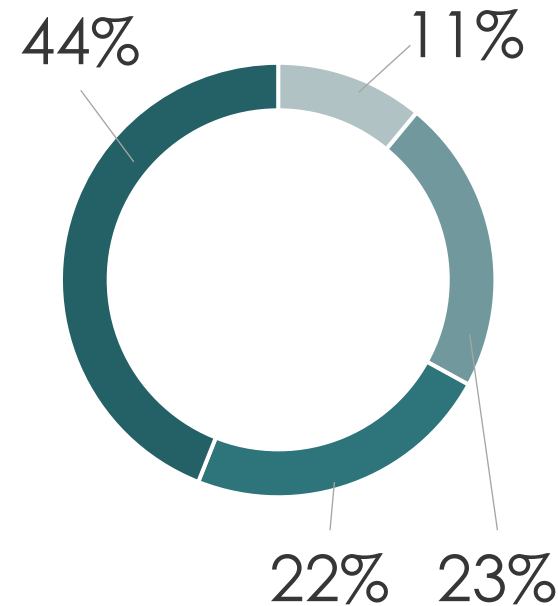
- 489 sellers
- 25+ industries



- Top Performers
- The Rest

Buyers

- 488 business buyers* responsible for \$4.2 billion in purchases
- 25+ industries

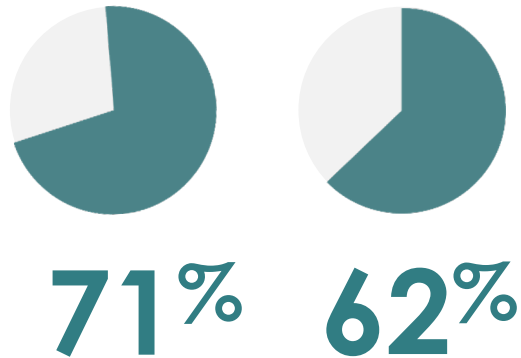


- Individual Contributor
- C-Level VP
- Director
- Manager

*not purchasing groups

When Buyers Want to Hear from Sellers

82% of buyers accept meetings at least sometimes when proactively contacted.



DEFINE VISION

DESIRE | DISSATISFACTION

ANALYSIS

Introducing WAVE



Winner's Mindset

Set goals and believe they will achieve.



Attraction Campaign

Apply a multi-touch, multi-modal customized outreach process.



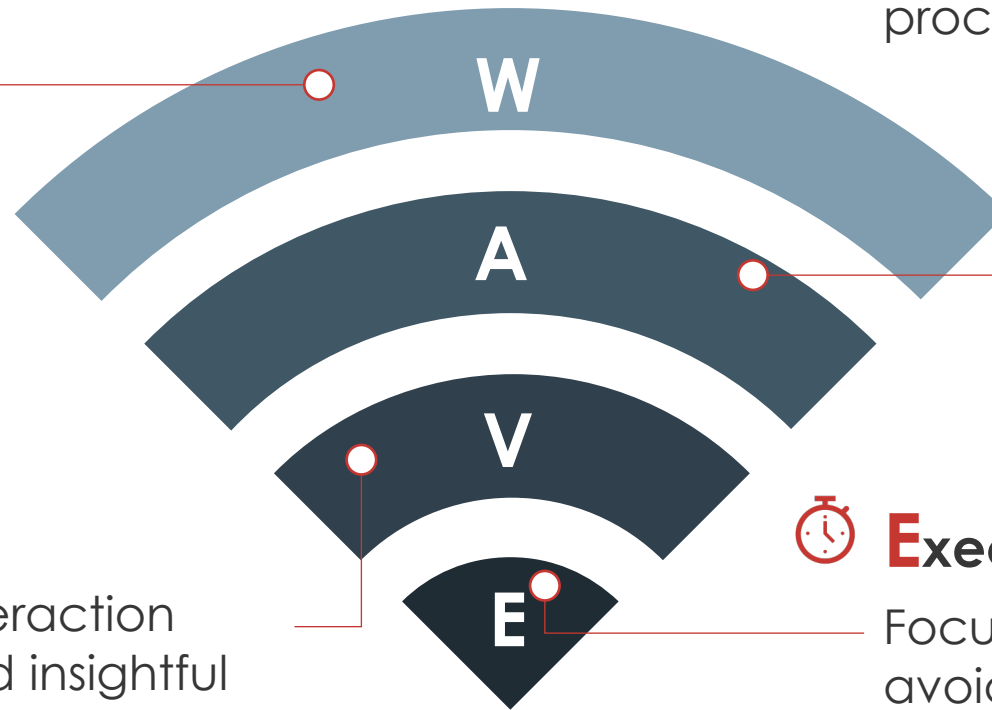
Value

Make each interaction customized and insightful to the buyer.



Execution

Focus on important activities, avoid distractions, and execute in the zone.



Value



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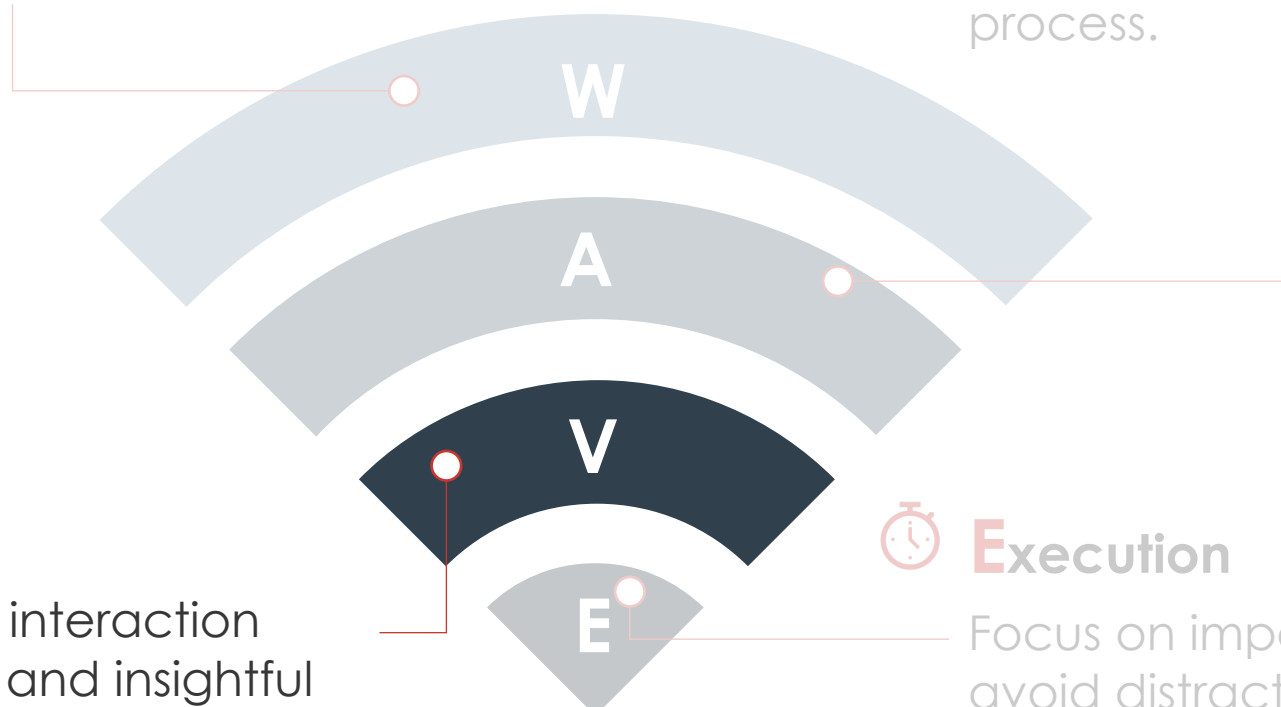
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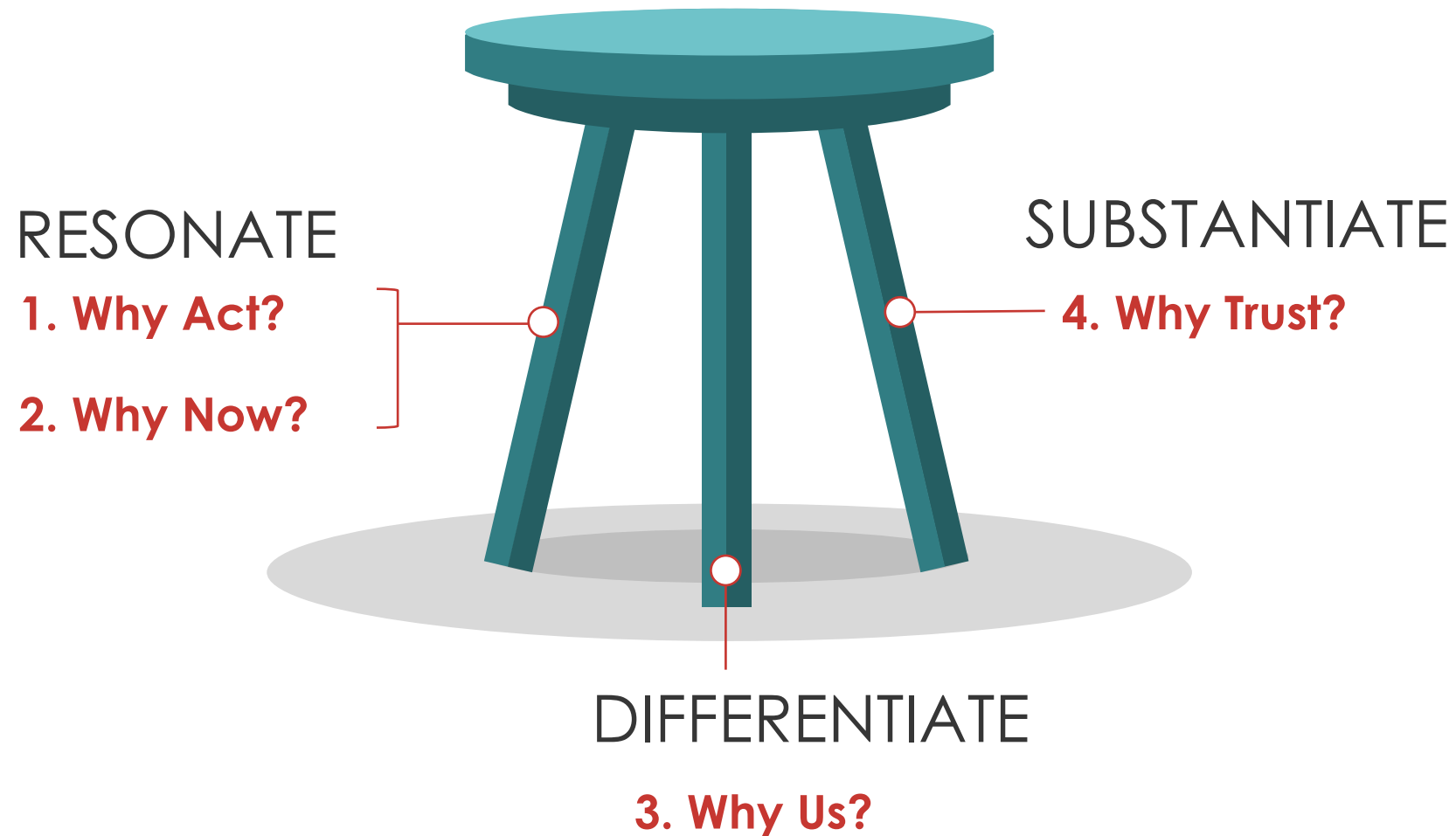
Execution

Focus on important activities, avoid distractions, and execute in the zone.



V: Provide Value at Each Interaction

1. Create a Solid Value Proposition





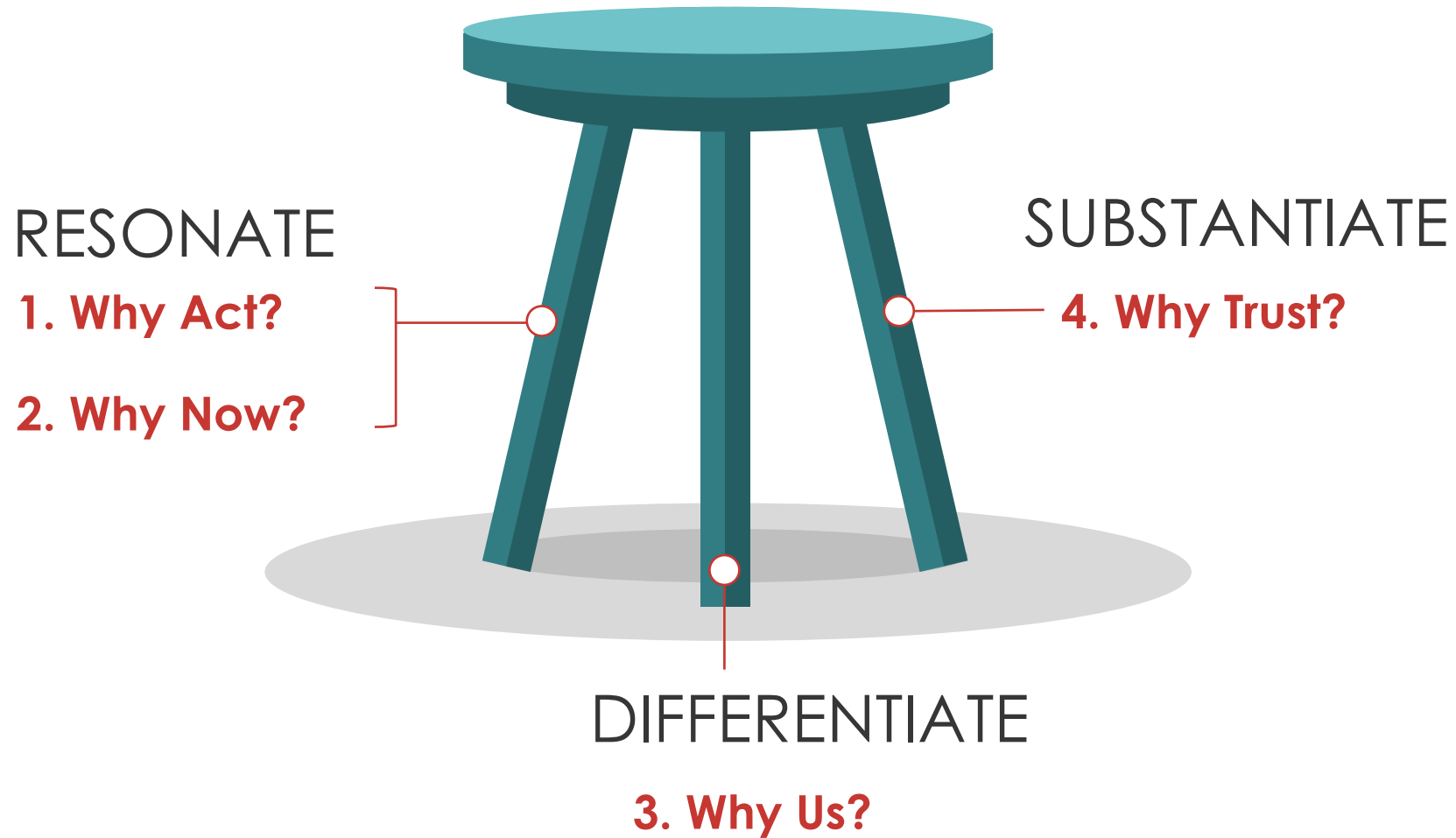
Value Proposition

Overall: The collection of reasons why a buyer buys.

For the meeting: The collection of reasons why buyers say YES to an initial meeting with you.



Value Proposition (Overall)



Value Proposition (For the Meeting)



2. Gather Influential Content

What Content Do Buyers Rank As Most Influential?

1. Primary relevant research
2. Capabilities descriptions
3. 100% customized content
4. Insight on how offerings solve problems
5. Best-practice methodology

What do Senior Executives want? **Return on Investment (ROI) cases.**



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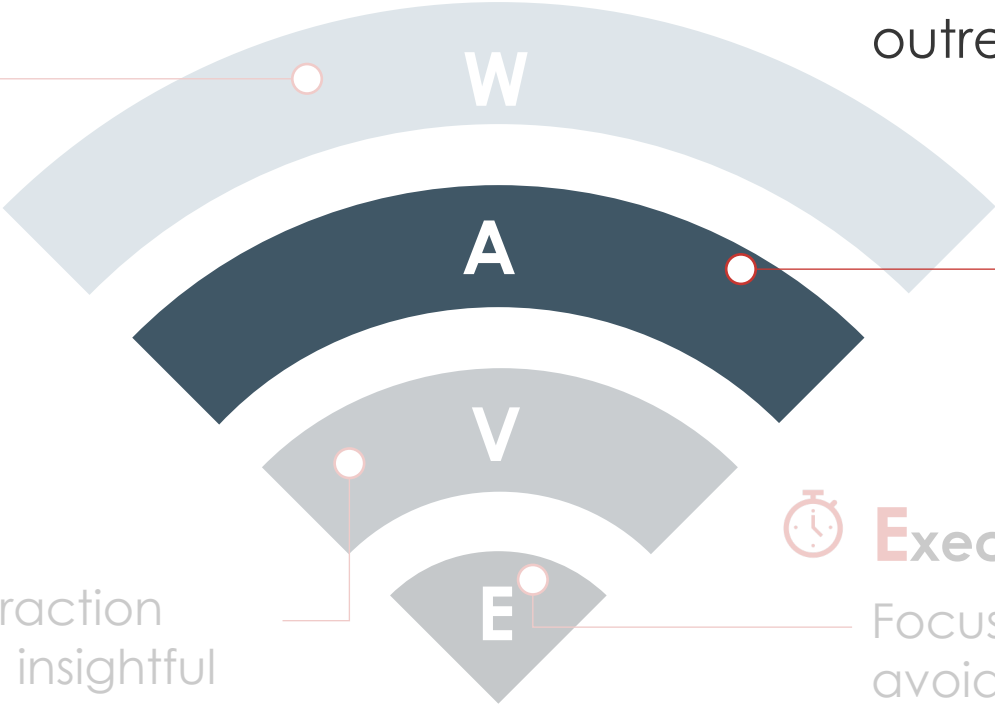
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A: How to Reach Important Buyers



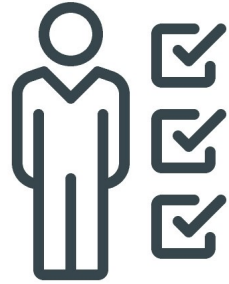
Attraction Campaign

A multi-touch, multi-modal, customized outreach process designed to generate meetings with buyers through ongoing one-to-one effort

3. Identify Your Targets



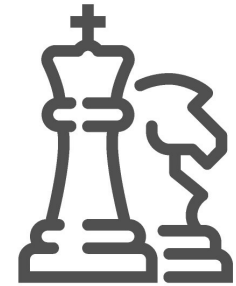
Big Enough List



Updated Information

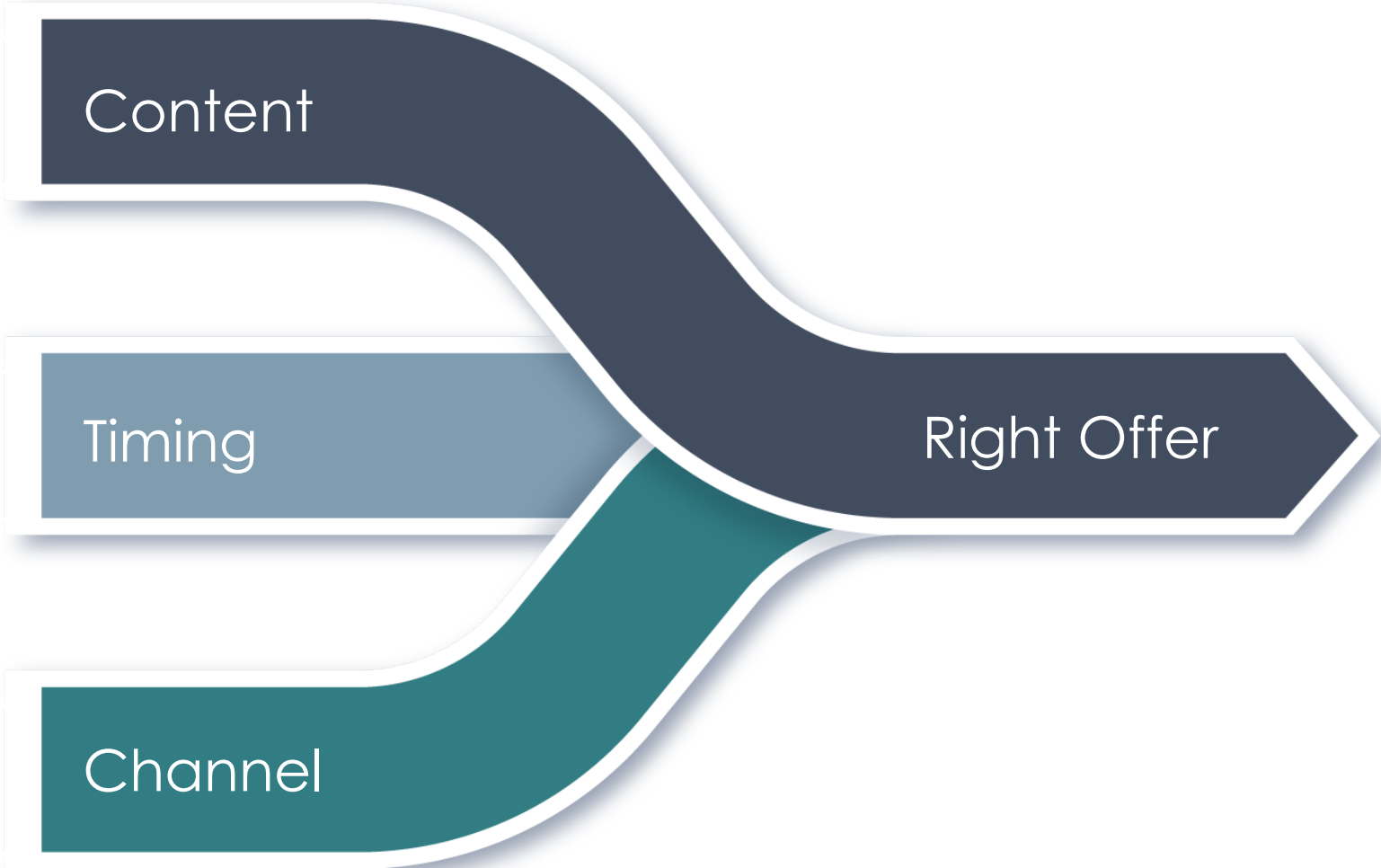


Targeting the Right Level

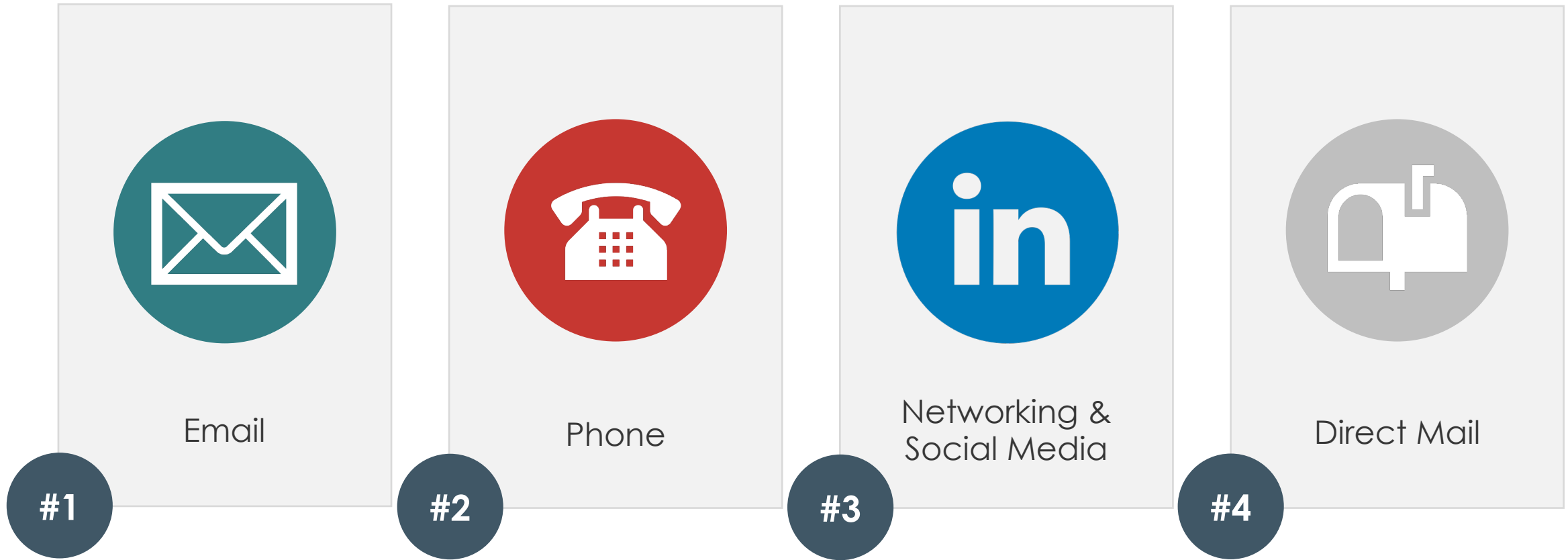


Use Tools

4. Make the Right Offer

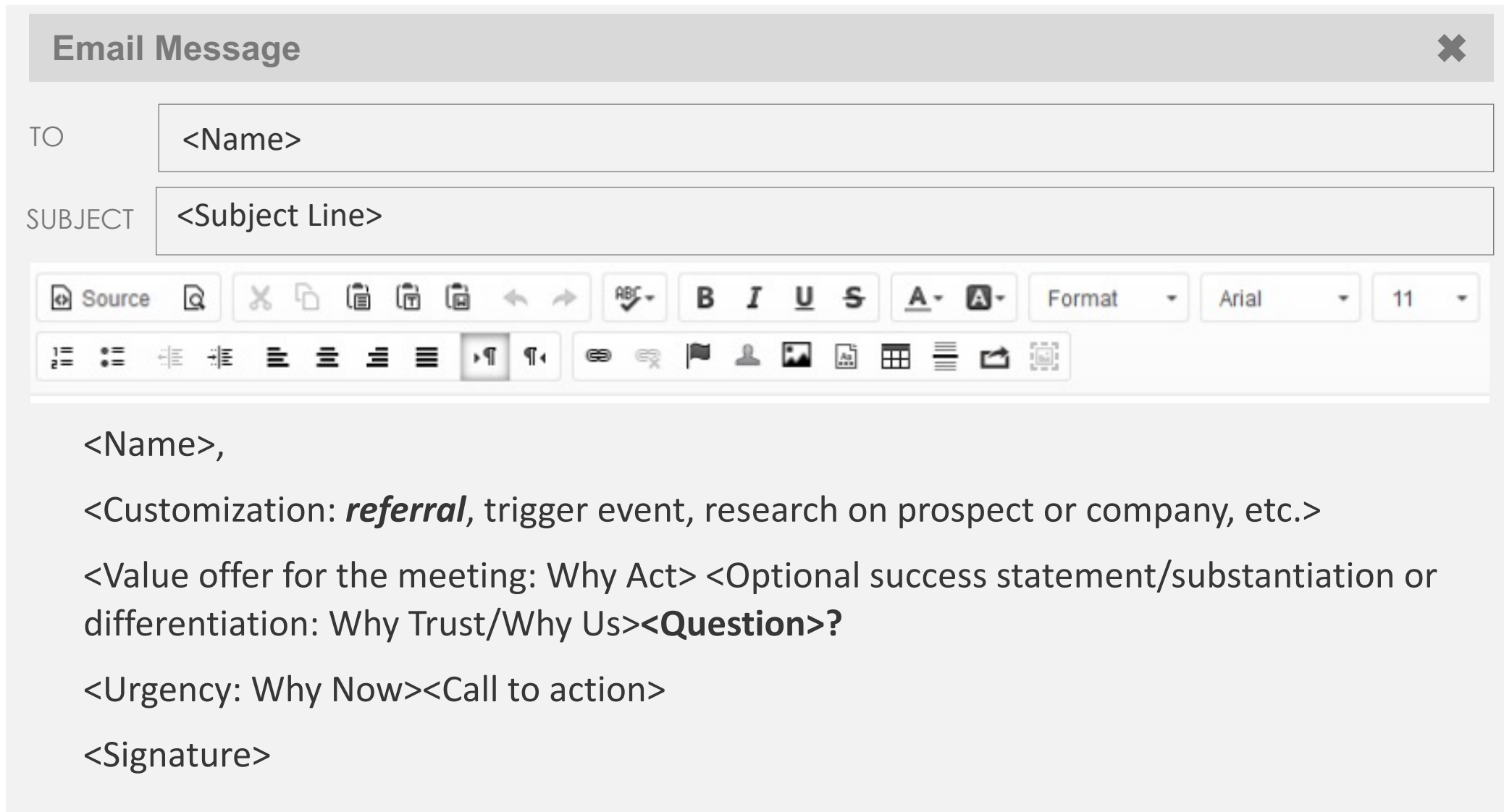


Contact Methods Buyers Prefer



Source: "Top Performance in Sales Prospecting," RAIN Group Center for Sales Research.

5. Customize Your Messages



The image shows a screenshot of an email composition window titled "Email Message". It features two input fields: "TO" with the placeholder "<Name>" and "SUBJECT" with the placeholder "<Subject Line>". Below these fields is a rich text editor toolbar with various icons for text formatting (bold, italic, underline, strikethrough), alignment, indentation, bulleted and numbered lists, link, unlink, insert link, insert image, insert table, insert video, and insert audio. Below the toolbar, the following message components are listed:

- <Name>,- <Customization: *referral*, trigger event, research on prospect or company, etc.>- <Value offer for the meeting: Why Act> <Optional success statement/substantiation or differentiation: Why Trust/Why Us><Question>?- <Urgency: Why Now><Call to action>- <Signature>

Example

Subject line: **Millennial hiring strategy**

Hi Lucas,

Your priority to **attract top millennial talent** jumped out at me in Davos Co.'s annual report.

We worked with Outtel's HR team to clearly define the "sense of purpose" in their workplace culture. It's an overwhelming differentiator—up to a **20% uptick in accepted offers**

Are you exploring this approach? Let me know if you're interested in our research on why it resonates with top talent. I'm going to be in **Brussels in 2 weeks** so we could even meet in person.

Any chance you're free on the 14th?

Kind regards,

Sara

Why Act?

Why Act?

Why Now?



80%

of buyers said that sending poorly written email is a top virtual selling mistake that sellers make

A global survey of 528 buyers and sellers across the Americas, EMEA, and APAC, conducted in April/May 2020 in the wake of the pandemic and massive economic disruption.

Execution



Winner's Mindset

Set goals and believe they will achieve.



Attraction Campaign

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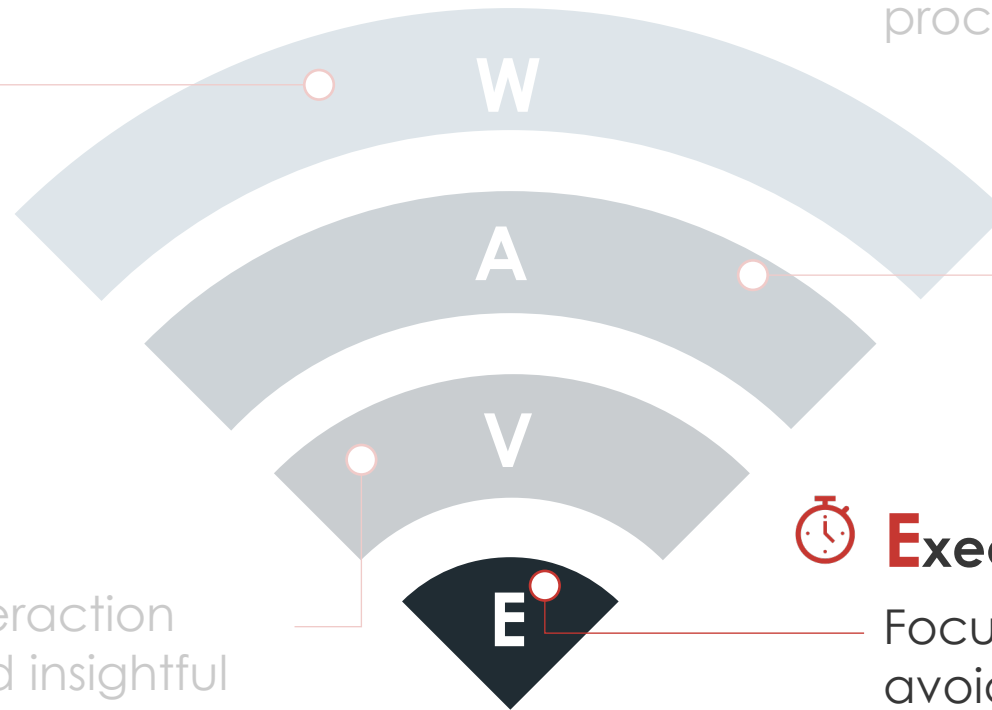
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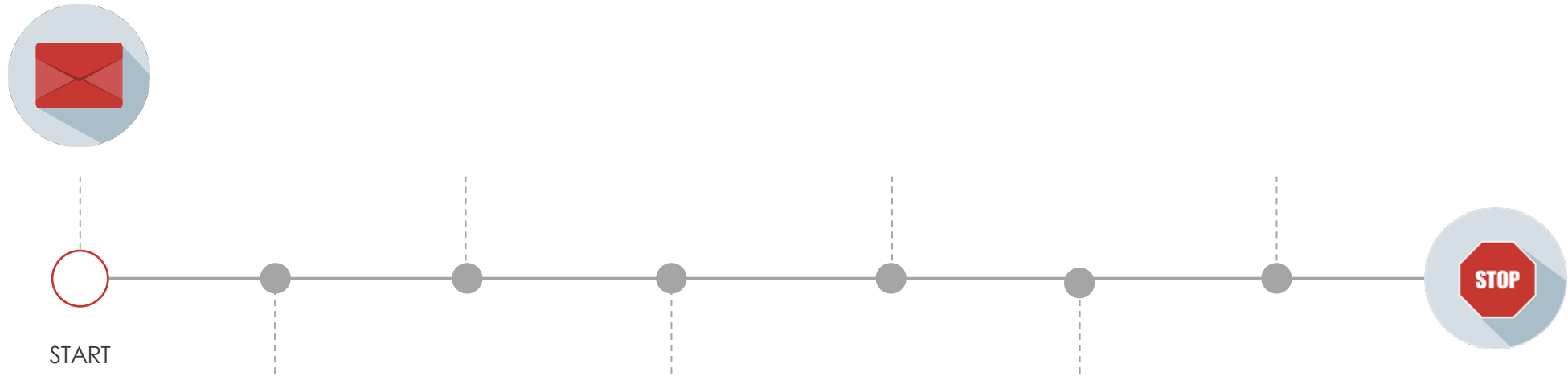
Execution

Focus on important activities, avoid distractions, and execute in the zone.



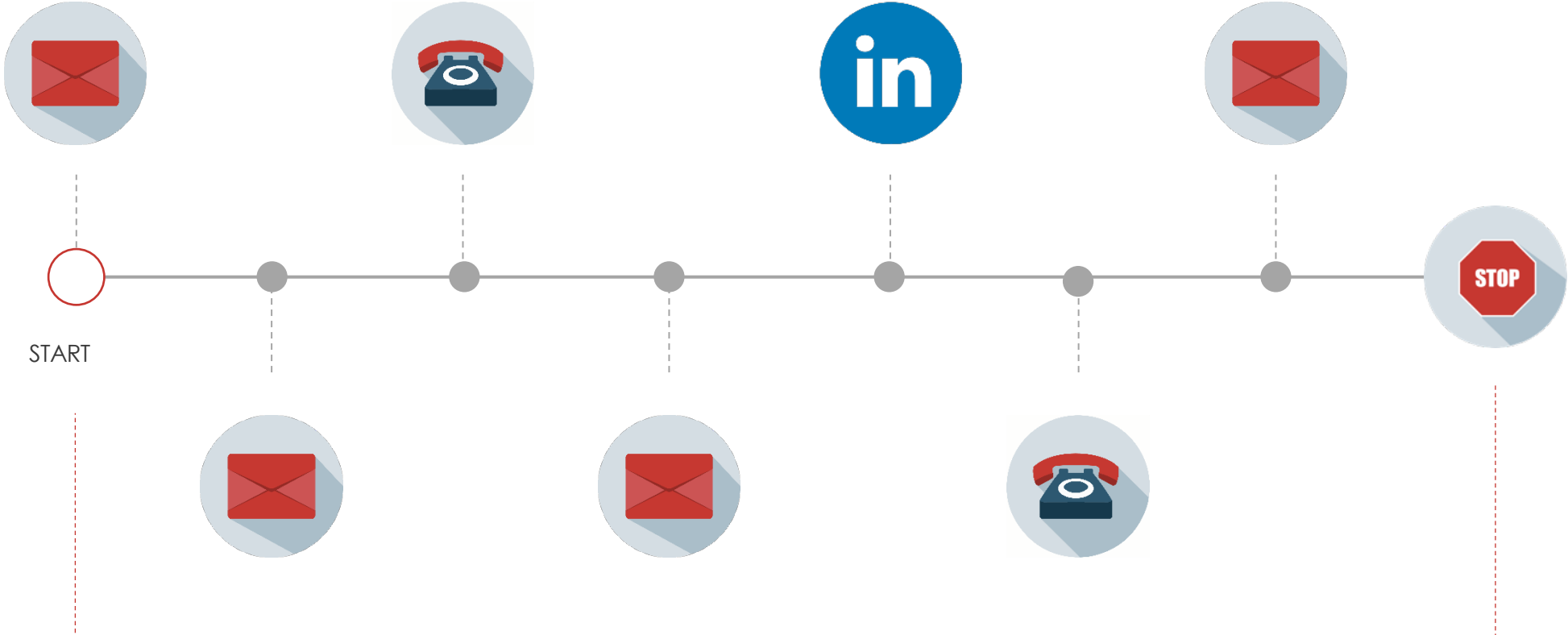
E: Try, Try Again

6. Test Different Outreach Approaches



Start with a referral if possible
(and use throughout)

Test Different Outreach Approaches

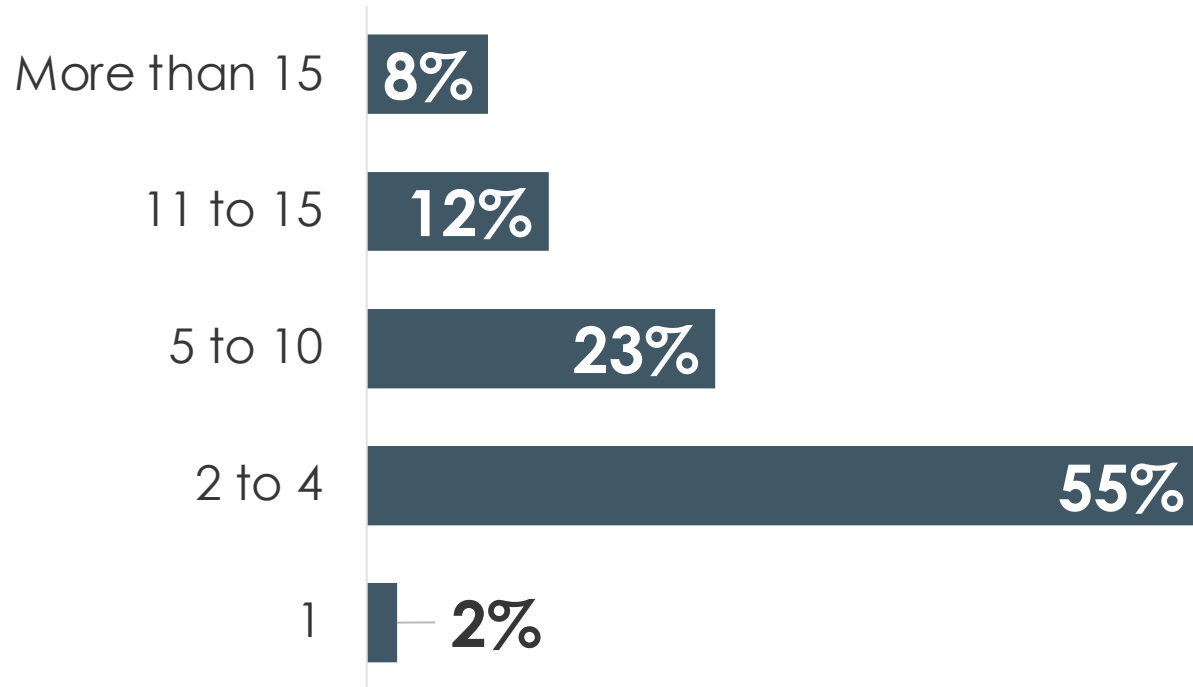


Start with a referral if possible
(and use throughout)

Make sure to have a stopping point

7. Keep Trying

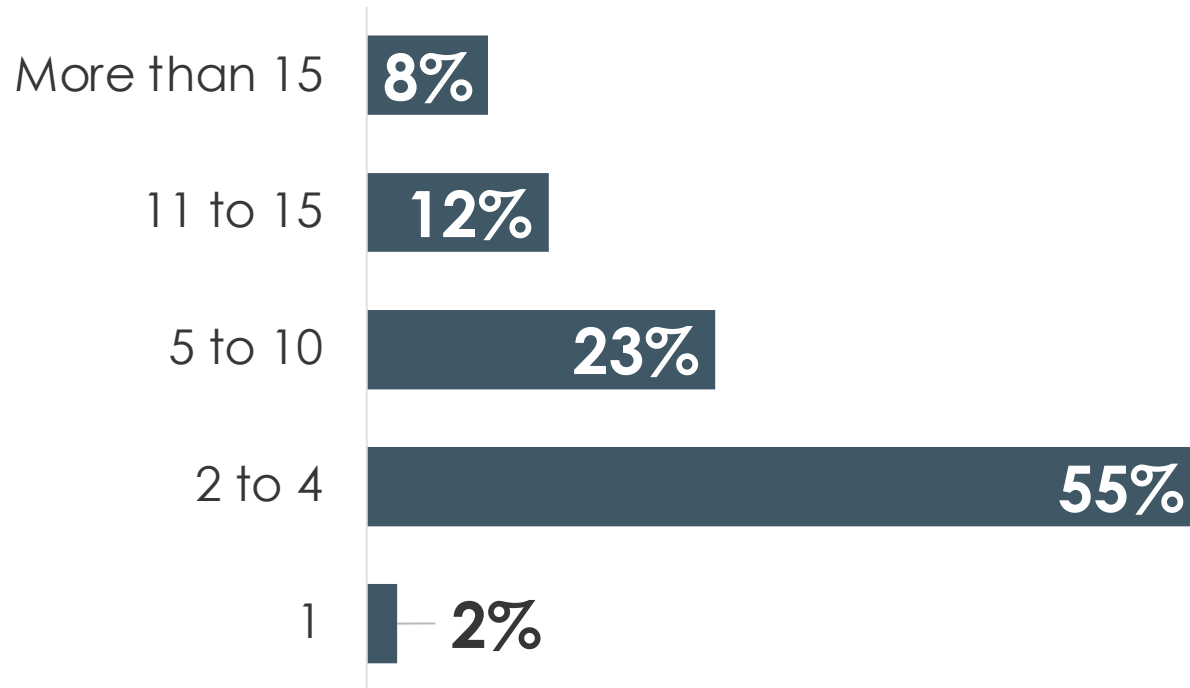
Number of contacts acceptable to buyers who take meetings



Source: Top Performance in Sales Prospecting. RAIN Group Center for Sales Research.

Keep Trying

Number of contacts acceptable to buyers who take meetings



Average number of...

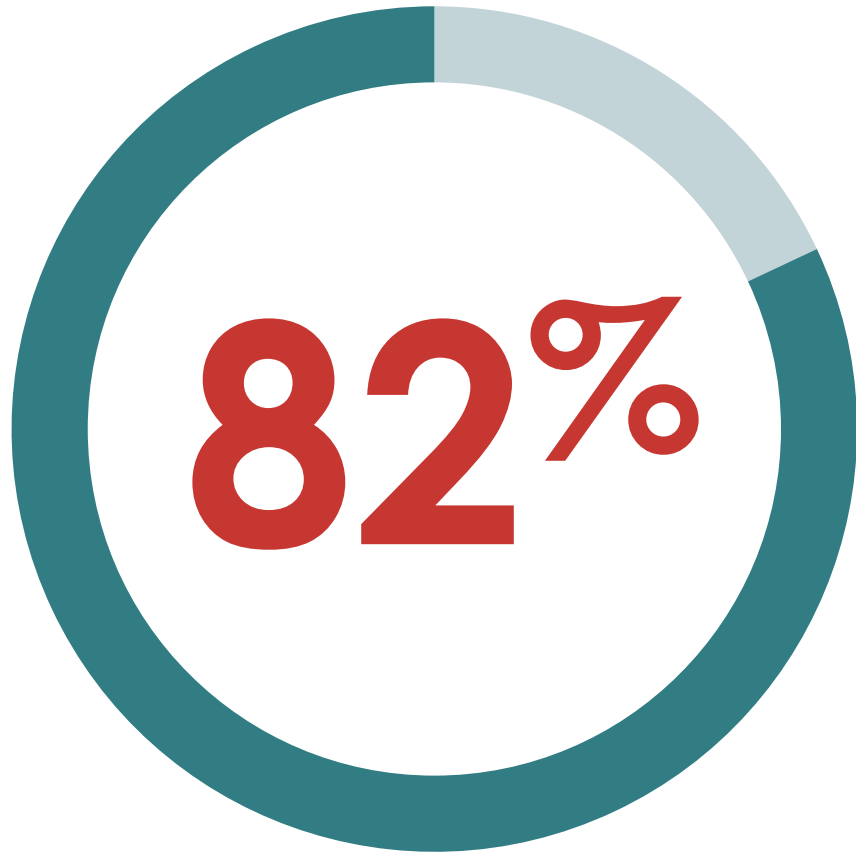
Attempts **Top Performers** take to generate a desired conversion.

5

Touches **The Rest** make to generate a desired conversion.

8

8. Manage Your Online Presence



of buyers look up a provider on LinkedIn before replying to an email, voicemail, or other proactive outreach.

Winner's Mindset



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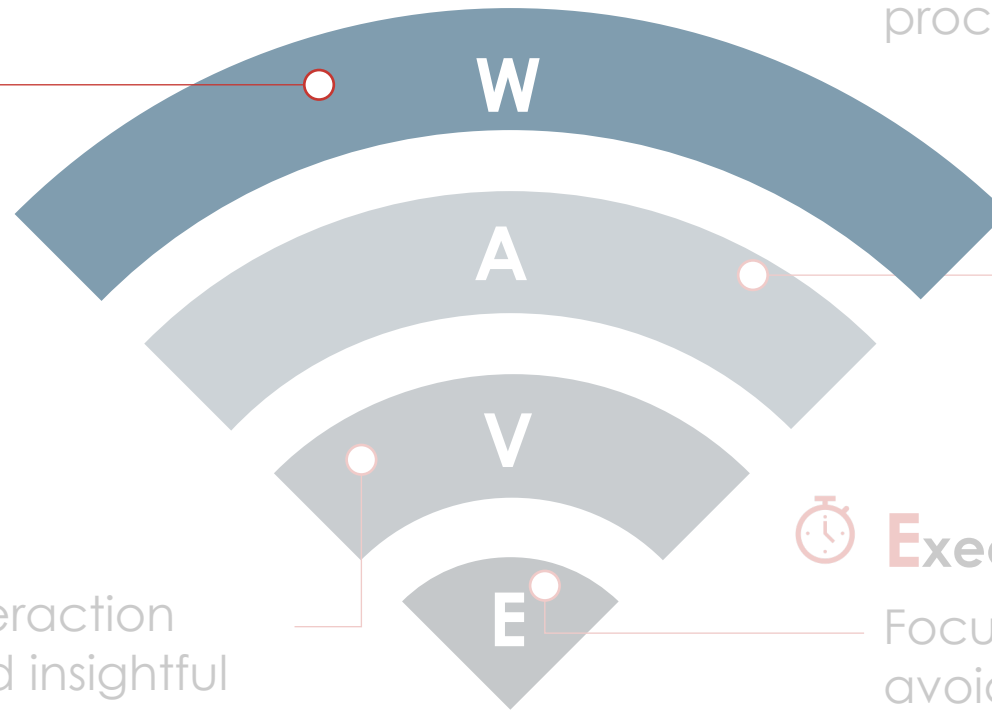
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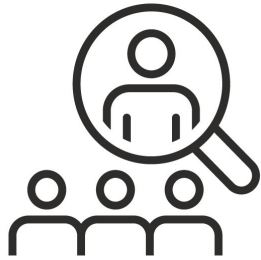
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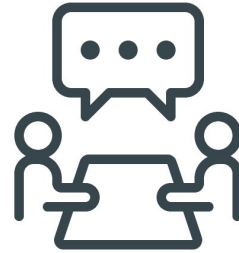


9. Set Realistic Goals

Break down the numbers to reveal how many...



People to
target



Meetings to
generate



Opportunities
to put in the
pipeline



Qualified
opportunities
to advance



Sales wins to
hit your goal

10. Make Prospecting Your GIA

▶ **June 24 - 30**

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	24	25	26	27	28	29	30
8AM		Greatest Impact Activity Prospecting	Greatest Impact Activity Prospecting	Greatest Impact Activity Prospecting	Greatest Impact Activity Prospecting	Greatest Impact Activity Prospecting	
9							
10							
11		Daily Huddle	Sales Meeting	Daily Huddle	Daily Huddle	Daily Huddle	
12PM							
1		Prospecting		Attraction Campaign		Accountability Check In Action Plan Next Week	
2		Meeting with coach	Account Plans		MVP Follow-up		
3							
4							
5		Work out		Work out			Work out

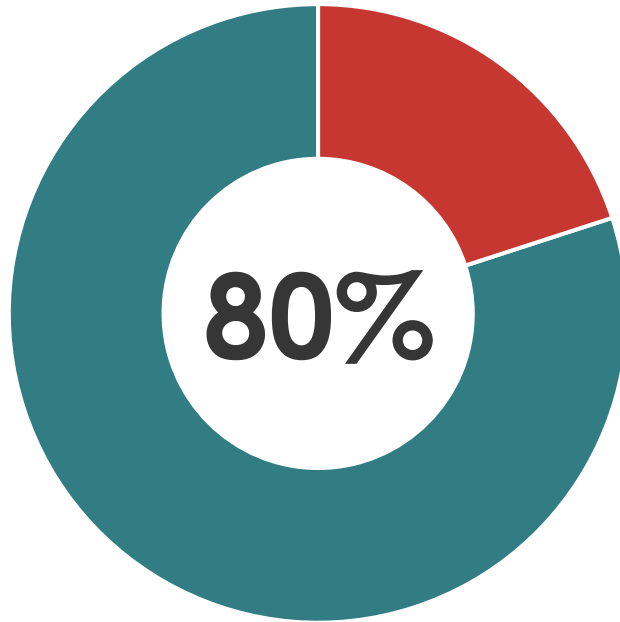


Greatest Impact Activity (GIA)

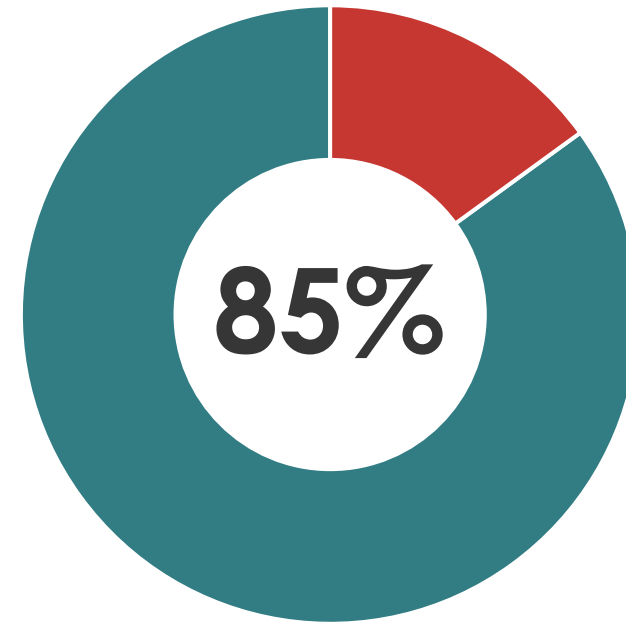
The one activity that, should you do it consistently at high quality, will get you the greatest eventual return on your time investment

Put your GIA first!

BONUS: Master Virtual Selling



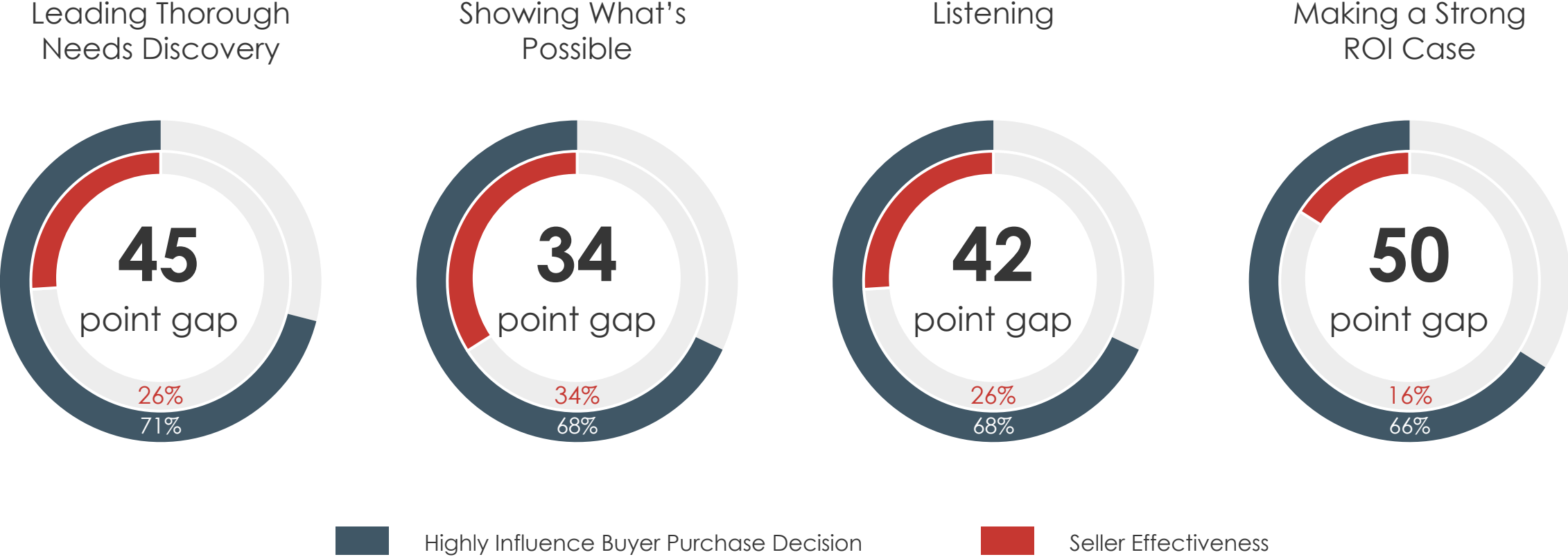
B2B decision-makers expect sales model changes to stay.



Expect hybrid sellers to be the most common role in 3 years.

Source: Global B2B Decision-Maker Response to COVID-19 Crisis, McKinsey & Company.

Sellers Do a Poor Job in the Areas that Most Influence Buyer Purchase Decisions



Build Your 2022 Prospecting Plan

V: Value

1. Create a solid value proposition
2. Gather influential content

A: Attraction Campaign

3. Identify your targets
4. Make the right offer
5. Customize your messages

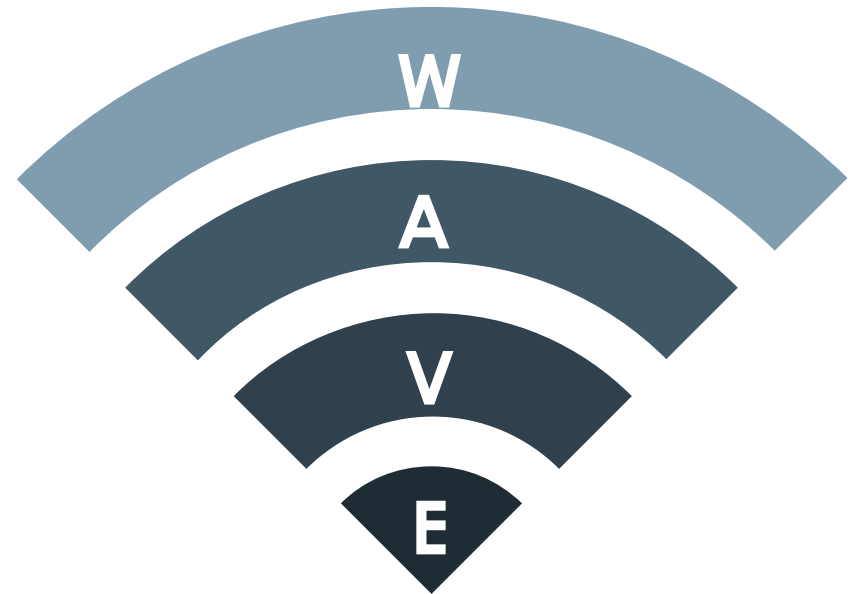
E: Execution

6. Test different outreach approaches
7. Keep trying
8. Manage your online presence

W: Winner's Mindset

9. Set realistic goals
10. Make prospecting your GIA

BONUS: Master Virtual Selling



RAIN Group Transforms Sales Results

Drive Transformational Change through Award-Winning Training

- ✓ Enhance sales capability with **award-winning sales training**
- ✓ Design and execute **strategic account management initiatives**
- ✓ Increase effectiveness of **sales management and coaching**



BEST IP

Quest for knowledge of the best way to sell



BEST EDUCATION SYSTEM

Training that works, sticks, and transfers to the job



BEST RESULTS

Relentless pursuit of client satisfaction and results

11

Worldwide locations:
Boston, Bogotá, Geneva, Johannesburg,
London, Mexico City, Mumbai, São Paulo, Seoul, Sydney, Toronto

2002

Founded

75

Countries delivered training in

Top 20

Sales Training Company
Selling Power and Training Industry



RAIN Group

THANK YOU