



CLIENT SUCCESS STORY

HRP Associates

Sales Assessment and Training Helps Environmental Consulting Firm Build the Next Generation of Rainmakers

Founded in 1982 and serving clients throughout the U.S. and globally, HRP is an environmental consulting firm that offers compliance, hydrogeology, and civil engineering services from seven offices in the U.S. Unlike many of its competitors, HRP embraced business development early on—conducting training starting in 2001 to prepare its consultants for sales.

Challenge

In 2010, executives realized their junior consultants were not prepared to bring new business into the company. They needed to ramp up sales training.

Because a large number of the technical staff—engineers, geologists, and environmental scientists—was not naturally inclined to sales, they had not been particularly keen on previous sales training programs. The earlier programs did not resonate with their technical consulting approach and style.

At a time when at least half their competitors suffered a revenue loss, reduction in staff, or office closures, HRP had grown and added staff. But to continue that growth, it needed to build its sales pipeline.

Solutions

HRP retained RAIN Group to help its consultants overcome their hurdles to successful selling.

To start, team members were assessed using a [sales assessment](#). This tool was used to evaluate and analyze each individual's selling strengths and potential. In addition to providing insight into the work styles and selling motivations of team members—which provided a platform for determining the skill development

needs—the assessment also helped the consultants to better understand the needs of different buyer types to whom they sold.

A customized, two-day [RAIN SellingSM training program](#) was delivered to two cohorts. A series of three live webinars [reinforced the learning](#) and helped consultants to put what they learned into practice. To train the next generation of sellers, the training was opened to both junior- and senior-level consultants.

HRP's public and private sector clients generate a high level of repeat business. The sales cycle for HRP's technical services is long, with buyers ranging from the U.S. Navy to financial institutions. For these reasons, equipping technical staff with selling skills that would work in a variety of settings, ranging from networking events to RFP proposal presentations, was critical and the training was customized to focus on these topics.

Results

HRP has seen significant success since the training. Noteworthy highlights include:

- Professionals at all levels have embraced the RAIN SellingSM methodology and now weave it into their business conversations
- Within months, a significant deal was initiated and closed by a once sales-averse professional
- Revenue growth of 18% attributed in part to increased business development success

“I’ve been very happy. We got more people involved [in business development], asking the right questions or expanding projects that we had in hand. The training RAIN Group did for us really helped our folks know more about the [sales] process and get them engaged earlier in their careers in the process.”

Walt Gancarz, CEO, HRP Associates, Inc.