

9 Habits of Extreme Productivity (XP)



Program Overview

Sellers today are more distracted than ever. The never-ending dings, rings, and buzzes that interrupt their work flow every few minutes is killing their focus and productivity.

And it's killing your sales results.

You need a highly-motivated and focused sales team that brings their A-game day in and day out. 9 Habits of Extreme Productivity teaches your sellers and sales managers how to get more done in the time they have, helping them to achieve exceptional increases in productivity and results.

It's a unique, transformational, 90-day experience proven to drive accountability, change behavior and habits, and unleash sales potential.

If you are looking for sales transformation, this is the program for you.

Learning Objectives

Through our Extreme Productivity System, participants learn how to:

- Maximize motivation, energy, and execution for achieving goals
- Ignite proactivity
- Reengineer habits to drive success and happiness
- Control TIME with the simplest, most effective time management system
- Ignore distractions, focus, and get in the Extreme Productivity Zone
- Master The XP3 and 9 Habits of Extreme Productivity
- Implement an accountability system to maximize execution
- Achieve maximum output per work hour by focusing on the activities that get outsized returns

Program Approach

9 Habits of Extreme Productivity is a 90-day intensive program that achieves exceptional increases in productivity and results. Our approach includes:

Extreme Productivity Assessment: A self and multi-rater tool that measures 36 productivity behaviors and how they affect performance. Pinpoint the best areas for driving increased productivity and results.

1-Day Intensive Workshop: Participants learn the 3 keys (The XP3) and 9 Habits of Extreme Productivity, and are introduced to the tools they need to make lasting changes to their habits.

90-Day Execution Assurance Coaching: Coaching is what makes training stick, transfer to the job, and last long-term. We can coach your teams directly or train your sales managers and leaders to run our proprietary Execution Assurance coaching process.



Source: RAIN Group Center for Sales Research

Extreme Productivity Tools

90-Day XP Plan: A rock solid 90-day plan proven to drive Extreme Productivity success.

XP Assessment: Pinpoint the best areas for maximizing productivity and performance.

Goal Planner: Designed to clarify your most important goals and connect what you do to why you do it to maximize motivation.

Action Planner: Drives the actions you need to take monthly, weekly, and daily to achieve your goals.

Roadmap to Habit Change: Define the specific habits you need to change and have a plan in place for how you will change them.

TIME Analysis and Tracking Template: Designed to focus on the most important investment activities and minimize wasted time.

XP Reference Guide: A quick reference guide summarizing The XP3 and 9 Habits of Extreme Productivity.

Execution Assurance Coaching Guide: Proprietary coaching process for managers with prepared communications for each week of the 90-day period designed to maximize participant productivity, engagement, and success.

9 Habits of Extreme Productivity (XP)

Comprehensive Learning System: Participants are immersed in education both in live training and through reinforcement, including virtual instructor-led training, eLearning, and RAIN MailSM mobile reinforcement.

Tracking and Measurement: We measure results through a pre- and post-XP Assessment and through specific business measures developed in partnership with our clients (e.g., pipeline growth, sales win rates, account growth, overall sales growth, etc.)

Top 10 Benefits of XP

1. Quarterly, monthly, and weekly productivity action plans for execution
2. Iron-clad commitment contract
3. Accountability partner in place
4. TIME recovery and focus plan
5. Greatest Impact Activities (GIAs) for driving results
6. Meaningful goals to drive motivation
7. Plan to maximize energy
8. Personally-selected list of habits to change
9. Drive the change across your team to ensure sellers are productive
10. Recovery strategies for when unproductive habits re-emerge

90-Day Execution Assurance Coaching

Coaching is what makes Extreme Productivity stick, transfer to the job, and last long-term. We can coach your teams directly or train your sales managers and leaders to run our proprietary Execution Assurance coaching process.

Each month coaching has an important focus:

- **Launch - first 30 days** - is designed to ensure participants apply new habits right away and get on the right track. If not, inertia will take hold and old habits will reign.
- **Amplification - second 30 days** - focuses on challenging participants to push their productivity gains to the extreme limit. If not, potential will remain untapped and old behaviors will re-emerge.
- **Embedding - third 30 days** - focuses on making new productivity behaviors permanent. Staying with it for 90 days is essential.

XP Reinforcement

eLearning: Online lessons cover a variety of core XP topics.

RAIN MailSM: XP content reminders, tips, and interactive scenarios are delivered via email and mobile app.

Virtual, instructor-led sessions: Accessible wherever your sellers are, these sessions address XP topics and strategies relevant to your team.

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

About RAIN Group

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

Global Locations

Boston - Headquarters

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