How to Sell Professional Services

RAIN Group

Program Overview

Most professionals don't enter their careers thinking they will eventually find themselves in a business development role.

But the reality is that to grow your professional services business, all of the firm's partners and professionals must be involved in, and successful with, business development. For professionals who were never taught how to sell, this is a daunting task.

We'll introduce your team to the business development strategies and skills that make for successful rainmaking. This program is designed to help professionals in your firm become savvy business developers to achieve selling and career success.

Learning Objectives

In How to Sell Professional Services, participants will learn how to:

- Sell ideas and insights that influence the buyer's agenda and inspire action
- Maximize motivation, energy, and execution for leading the most successful sales conversations
- Ask the right questions to uncover the full set of client needs and desires
- Balance service delivery and business development time
- Keep the front end of the pipeline full while maintaining a practice of active clients
- Speed up the sales cycle and get your project to the top of the to-do list
- Set goals and build a personal business development plan to achieve them

Program Approach

We view training as an ongoing process to improve sales skills, knowledge, and results. Our approach includes:

Assessment: We evaluate individuals to identify attributes that can help or hinder sales success and customize the training to focus on the topics that will have the biggest impact on your team's performance.

Customization: We build scenarios, focus content, and tailor program agendas to make the training relevant and effective.

Tools: We provide easy-to-use tools and frameworks so concepts in the course transfer to on-the-job performance.

Action Learning: Role-play exercises and custom case studies allow your team to practice new skills based on scenarios relevant to your company.

Comprehensive Learning System: Participants are immersed in education, both in live training and through the online formats of virtual instructor-led training, eLearning, and RAIN Mail℠ mobile reinforcement.

Execution Assurance: Accelerate your results with our 90-day execution assurance process—the key to making sure sellers are held accountable, change happens, and training generates maximum ROI.

Winners Sell Radically Different than Second-Place Finishers

In our groundbreaking *What Sales Winners Do Differently* research, we looked at what separates sales winners from second-place finishers. According to buyers, these are the **top 5 factors most separating sales winners from the rest**:

1. Educated me with new ideas and perspectives
2. Collaborated with me
3. Persuaded me we would achieve results
4. Listened to me
5. Understood my needs

How to Sell Professional Services Tools

RAIN Selling on a Page: A Quick Reference Guide containing the key concepts of RAIN Selling.

RAIN Buying and Selling Process Sheet: A practical tool that identifies the main buying and selling stages and what professionals need to do in each.

Buyer Persona Reference Sheet: Tips for identifying and selling to the 6 Buyer Personas.

Opportunity Planning Guide: A job aid to help prepare for business development calls and build action plans to win individual opportunities.

How to Sell Professional Services

Top 10 Benefits of RAIN Selling

1. Learn what sales winners do, and sell like a top performer
2. Follow a proven method and conversation process for winning sales
3. Ask incisive questions that get to the heart of customer needs
4. Differentiate from the competition based on seller skill and added value
5. Understand and position your firm's value most powerfully
6. Capture the imagination of your buyers by helping them see their New Reality
7. Demonstrate the impact and return on investment of your offerings
8. Understand buyers and buying, including how to sell to the 6 buyer personas
9. Drive the change across your team to ensure consultative selling happens
10. Maximize cross-selling and up-selling opportunities

Delivery Options

- Tailored on-site, instructor-led programs
- Train-the-Trainer, Licensing
- Blended learning: Online and on-site, instructor-led curriculum
- Total Access: Embed a robust sales method with full access to RAIN Group's world-class content, training programs, and education system at the lowest total cost of ownership

Technology Integration

- eLearning is SCORM compliant and can be hosted on your internal LMS or by RAIN Group.
- The complete RAIN system for opportunity and account management can be customized and integrated into leading CRM systems.

Common Customizations

- **Case Studies and Role-plays:** Sellers engage in customized role-play scenarios based on sales situations they typically face.
- **Sales Conversation Planner:** Customize the conversation planner to be relevant to your organization and sales dynamics.
- **Needs, Solutions, and Value Grids:** Sellers are provided with a powerful tool to aid in needs discovery.
- **Objections and Response Strategies Grid:** A customized tool for anticipating, responding, and overcoming common objections.
- **Reinforcement:** Custom-built eLearning lessons and RAIN Mail℠ scenario email reinforcement.

How to Sell Professional Services Reinforcement

RAIN Mail℠: Sales content reminders, tips, and interactive scenarios are delivered via email and mobile app.

eLearning: Online learning programs cover a variety of topics critical for sales success.

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

Classroom workshops: Live interactive training that focuses on advanced skills and situations.

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 sale 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

Bogotá	Mumbai
Geneva	Seoul
Johannesburg	Sydney
London	Toronto

How to Sell Professional Services

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Topics Covered

While program content and agendas are tailored based on your industry, products and services, and the skills that will make a difference for your team, topics typically include:

Value Propositions

- How to identify and articulate the true value of your company's solutions
- Developing a winning value proposition positioning statement
- The 3 keys to effectively communicate your company's value throughout the sales cycle

Sales Conversations

- Building rapport, trust, and relationships with prospects
- How to balance advocacy and inquiry in sales conversations to not only uncover needs, but to inspire and build credibility
- Selling ideas and insights that influence the buyer's agenda and inspire buyer action
- Questioning techniques to uncover the full set of buyer needs and desires
- The 2 types of impact and how to get the buyer to fully appreciate how you can help
- Crafting compelling solutions that not only show a strong ROI, but reduce the perception of risk and persuade prospects you are the best choice
- How to use the Sales Conversation Planner to succeed with sales meetings

Understanding Your Buyers: Buyer Personas

- The 6 buyer personas and how to identify each
- Understanding how to approach each buyer persona
- What *not* to do with different personas that can derail the sale

Filling Your Pipeline

- Creating new conversations with both new and existing accounts
- Networking to create new relationships
- Building relationships and becoming essential to client success

Overcoming Objections and Winning the Sale

- The 4 types of buyer objections
- The 4-step process for responding to objections
- Gaining commitment for the sale

Executing How to Sell Professional Services

- Learn a powerful framework for implementing HTSPS after the program
- Align sellers and sales managers to be accountable for execution
- Customize your plan to measure and enhance success

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