



WHITE PAPER

# Increase Win Rates & Beat Your Sales Goals

Highlights from *The Top-Performing Sales Organization  
Benchmark Report*

by Mike Schultz & John Doerr



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*Top Performers are 2x more likely to meet their organization's overall sales goals.*

# Executive Summary

Increase Win Rates & Beat Your Sales Goals  
Highlights from *The Top-Performing Sales Organization Benchmark Report*

**Authors**  
Mike Schultz & John Doerr

While quite a bit of research has been published on what sellers do to achieve top performance, there's relatively little on what separates top-performing sales organizations from the rest. To find out, we gathered research data from 472 respondents (80% executives, 20% sellers) representing companies with sales forces ranging from 10 sellers to 5,000+. Respondents were located in the Americas, EMEA, and Asia-Pacific regions, and represented 26 industries.

Our purpose was to study what the Top-Performing Sales Organizations do differently than The Rest to achieve this status. Top Performers have significantly higher win rates than The Rest—62%, compared to 40%, respectively. This is a 22-percentage point difference. Even incremental improvements in win rate have a dramatic impact on revenue and profitability. In this report, we share highlights from this study, with a special focus on driving higher opportunity win rates.

## Become a Value-Driving Sales Organization

- Top-Performing Sales Organizations are much more likely to focus on driving maximum value for their customers.
- Value-Driving Sales Organizations are much more likely to grow revenue, have higher win rates, and have lower undesired sales turnover (i.e., they are able to retain top sales talent).
- Value-Driving Sales Organizations have more mature sales processes, sales methods, and strategic account management approaches than Non-Value-Driving Sales Organizations. With value often at the center of more mature approaches, sellers are better equipped to drive value.

### Top Performer Criteria

We considered the following when defining Top Performers:

- High win rates
- Meeting annual sales goals
- Whether or not sales goals were challenging
- Capturing maximum prices in line with value provided

The Top Performer group represented 20% of respondents.

## Optimize Sales Process and Opportunity Management

- Optimizing the sales process, improving sales opportunity approach, and communicating value are three of the top four sales initiative priorities.
- Top Performers are much more likely to have more mature sales processes.
- 68% of Top Performers agree or strongly agree that their sellers have the skills to drive and win sales opportunities, representing the highest of nine studied skill areas.

## Prioritize Sales Skills and Training

- Top Performers are significantly more likely to have the skills they need to succeed in each of nine areas we studied.
- There is a significant correlation between sales training maturity, effectiveness, and investment to higher seller skill levels.
- Sales training investment and effectiveness have a significant impact on sellers' motivation and attitude.

## Take the Lead

- Leaders at Top-Performing Sales Organizations are significantly more likely to prioritize sales force effectiveness.
- Leaders at Top-Performing Sales Organizations are significantly more likely to follow through and achieve priorities.
- As there's no one silver bullet to achieving top performance, leaders must prioritize sales excellence and be effective over the long term in execution in order to enjoy Top Performer results.

# Introduction

Two sellers are talking at the end of the day. One turns to the other and asks, “How was your day?”

“I had a great day,” the second seller says. “I sent out a proposal in the morning and heard back in the afternoon that it was ‘spot on.’ Had a great first meeting with a new potential buyer in my pipeline, and finally got a meeting with a decision maker I’ve been trying to reach for a year!” Feeling proud, he asks the first seller, “How was your day?”

He answers, “I didn’t sell anything either.”

This is one of the challenging-yet-great things about sales. It’s measurable. There’s nothing squishy or subjective about it. At some point, you have to bring in the wins or you fail. Which begs the question: “What brings in the wins?” A few years ago we studied this from the buyer’s perspective and published the results in our book *Insight Selling*.<sup>1</sup>

Now we’ve turned our attention to the organizational differences. Through the RAIN Group Center for Sales Research study, *The Top-Performing Sales Organization Benchmark Report*, we studied 472 sellers and executives representing companies with sales forces ranging from 10 to 5,000+. Respondents were located in the Americas, EMEA, and Asia-Pacific, and represented 26 industries.

While quite a bit of research has been published on what sellers do to achieve top performance, there’s relatively little on what separates Top-Performing Sales Organizations from The Rest. There’s no common definition of top performance for a sales organization. Thus, it’s not an easy task to isolate what the better performing sales organizations do differently.

We’re working to change this.

With our new research, we categorized respondents into three groups:

	Elite Performers top 7% of respondents	Top Performers top 20% of respondents	The Rest
Average Proposal Win Rate	50% or greater	40% or greater	Those who didn’t meet the Elite or Top Performer criteria
Annual Revenue and Profitability	Increase year-to-year	N/A	
Organization Annual Sales Goal	Met	Same as Elite	
Organization Annual Sales Goal	Challenging (Strongly Agree/Agree/Neutral)	Same as Elite	
Pricing Strategy	Maximum prices in line with the value provided (Strongly Agree/Agree)	Maximum prices in line with the value provided (Strongly Agree/Agree/Neutral)	

We found statistically significant differences between the win rates of the three performer groups. We then analyzed which sales organization factors correlated to higher win rates. The results were fascinating.

In this report, we share highlights that stood out to us as critical for sales leaders and sellers alike to know how to increase win rates, beat annual sales goals, and reach Top Performer status.

<sup>1</sup> Mike Schultz and John Doerr, *Insight Selling: Surprising Research on What Sales Winners Do Differently* (Wiley, 2014).

# Focus on Win Rate

Across all respondents, the win rate for proposed or quoted business was 47% (Figure 1).

Before analyzing the data, we expected Elite, Top Performers, and The Rest to have different win rates. The extent of the differences was surprisingly large, however, with Elite Performers winning nearly three quarters of their proposals (Figure 2).

Figure 1. Win/Loss Rates

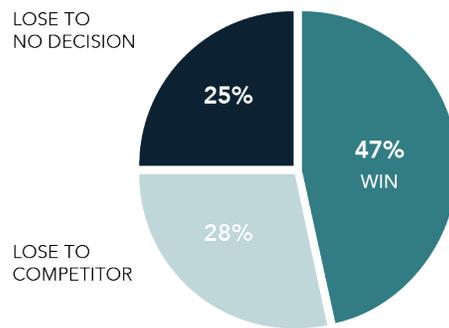
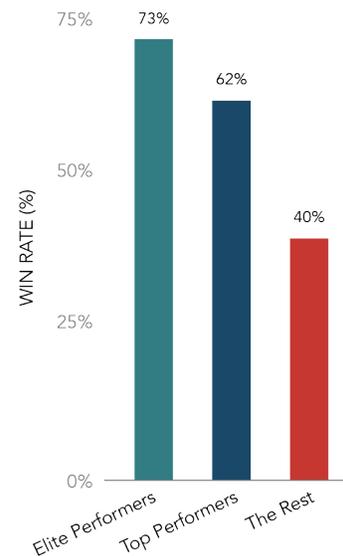


Figure 2. Top Performance and Win Rate



We also studied, among other areas, win rates for companies with varying sales process maturity, measured on a 5-point scale following RAIN Group's Sales Organization Maturity Model.<sup>2</sup>

## RAIN Group's Sales Process Maturity Levels

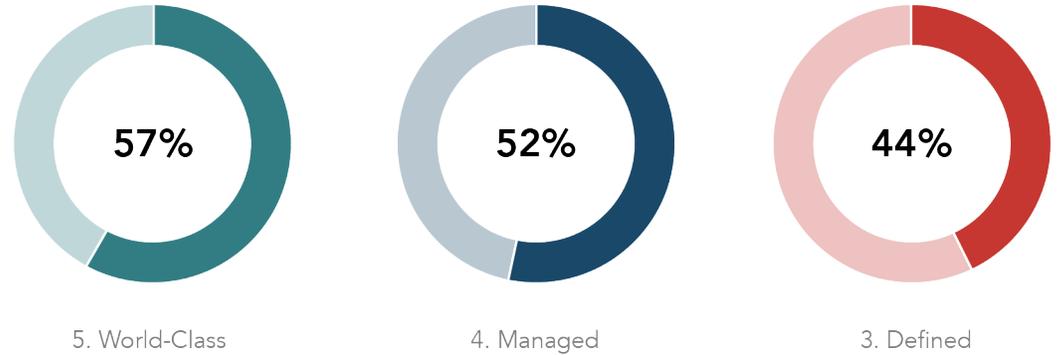
In *The Top-Performing Sales Organization Benchmark Report*, we define five levels of sales process maturity:

- 1. Ad Hoc (Chaos):** No consistent process or framework for planning to win opportunities.
- 2. Emerging:** Some consistency and planning framework, but still work to do to standardize it and make it complete.
- 3. Defined:** Our opportunity management process is defined and we have a tool to guide us to win opportunities.
- 4. Managed (Adoptive):** Number 3, plus it's easy to use, includes specific details and guidance for selling, the process is managed well and helpful to sellers.
- 5. World-Class (Adaptive):** Number 4, plus it's always being measured and improved, it includes best practices for strategies and tactics across the sales cycle, and the process and planning tools are embedded in sellers' workflow and technology.

<sup>2</sup> The RAIN Group Sales Organization Maturity Model is a framework with a series of stages to guide organizations from wherever they are in sales performance to where they need to be, and the path they need to take to get there.

Take sales process maturity and the effect on win rate for example:

Figure 3. Sales Process Maturity and Win Rate

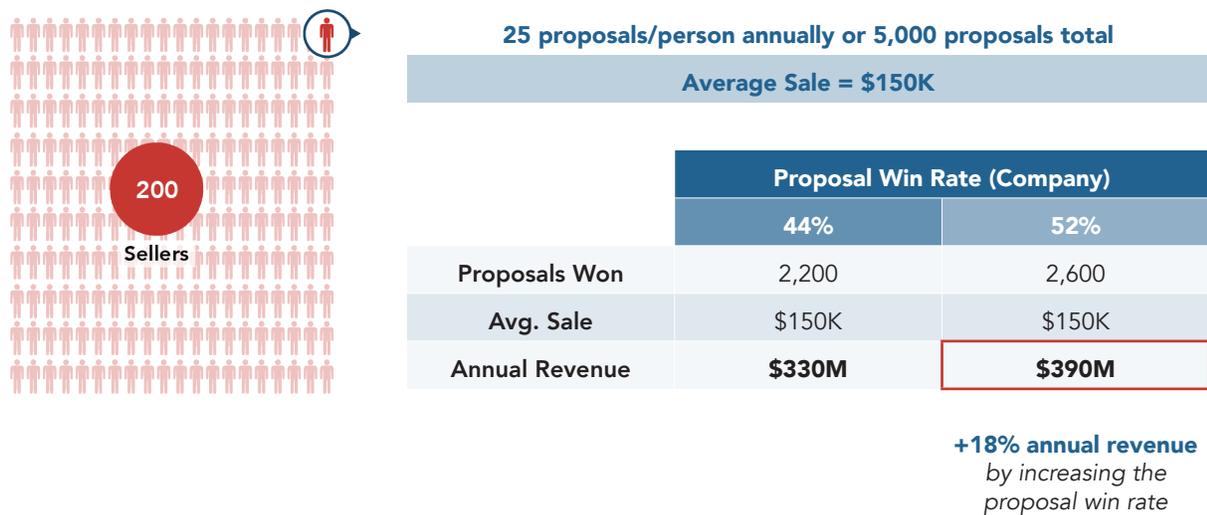


You might think moving from 44% to 52% to 57% in win rate isn't consequential. One look at some simple math reveals just how big a difference an increase in win rate can make for a business.

Imagine a company or division has 200 sellers. Each seller submits a proposal for approximately 25 opportunities per year—that's about 5,000 total proposals made by the organization—with the average sale being \$150,000.

At a win rate of 44%, the organization's annual revenue is \$330,000,000. At 52% it's \$390,000,000, or \$60,000,000 higher. And that's just what happens by increasing the win rate. That's 18% growth added to the whole company without adding any headcount—just by increasing the win rate (Figure 4).

Figure 4. Win Rate Scenario—\$150K Average Sale



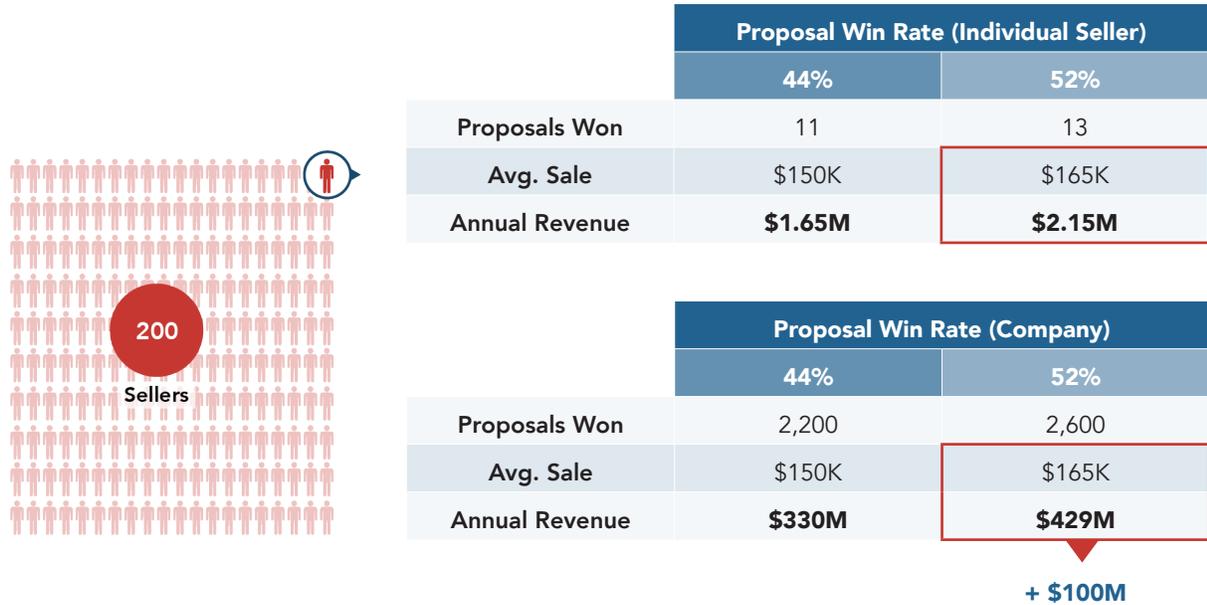
However, there's more to it than simply increasing win rate.

When sellers uncover needs thoroughly, craft the right solutions, inspire buyers with ideas, and communicate value persuasively, they can increase their average size of sale considerably.

In our example, if we increase the average size of sale by just \$15,000 to \$165,000, the revenue jumps to \$429,000,000, an increase of almost \$100,000,000.

Think of the change as an individual seller. If you close 44% of proposals, you win 11 sales and sell \$1,650,000 for the year. If your win rate works its way up to 52%, you win 13 sales for \$1,950,000 in revenue. And if you increase the average size of sale as per our example, your annual sales shoot up to \$2,145,000 (Figure 5).

Figure 5. Win Rate Scenario—\$165K Average Sale



The effect of even incremental improvements in win rate is dramatic.

# Set Challenging Targets

A good amount of sales research focuses on whether sellers and organizations achieve their sales targets (or quota, goal, or plan). Organizations that achieve their targets must be doing the right things, so we should emulate them, right?

We find it's not a linear relationship. What if targets are set too low? Does sleepwalking their way to achieving low targets make the sales organization strong? If a company in the same industry set targets twice as high, but just falls short, does that make them under-achievers? In fact, the latter organization may outperform the former, yet if we follow the "achieved target" metric only, we'd emulate the lower performer.

We didn't simply want to know if organizations met their targets; we wanted to know how *challenging* their targets were. So while the *Top-Performing Sales Organization Benchmark Report* used achieving targets as a metric, to be considered in the Top Performer group, the targets had to also be challenging.

Consider the difference between how challenging our research respondents believe their sales goals to be:

Figure 6. Sales Performance Targets (Quotas) Are Challenging

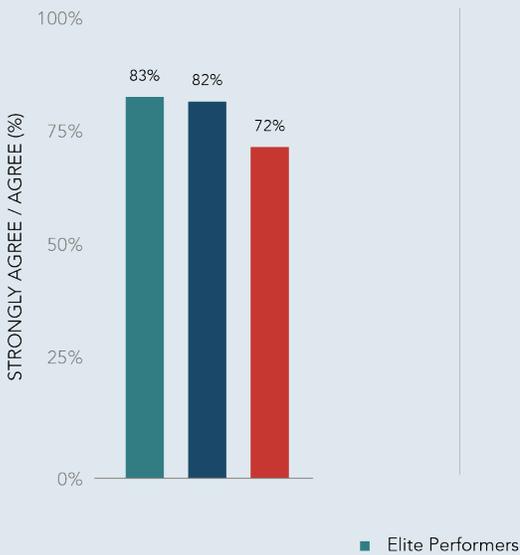


Figure 7. Sales Performance Targets (Quotas) Are Achievable

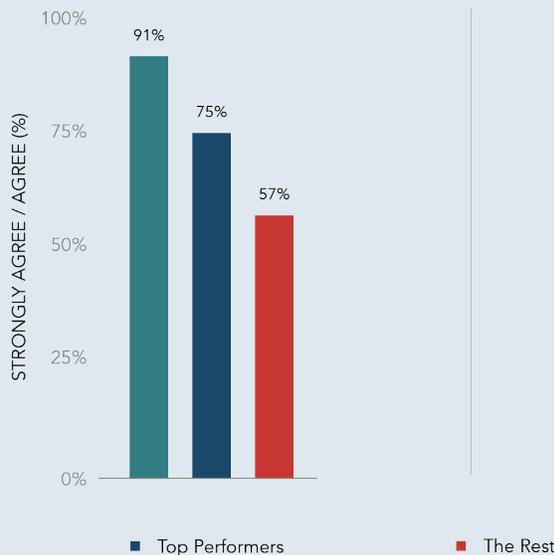
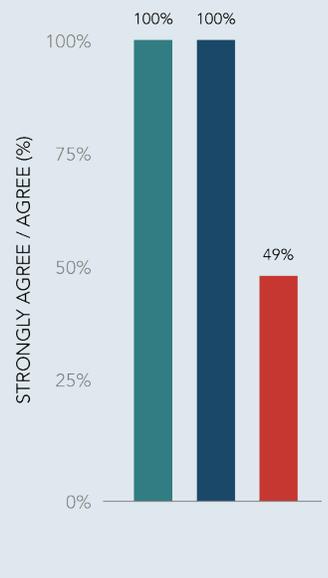


Figure 8. Met Sales Goal



100% of Elite and Top Performers met their sales goals by definition. What we didn't expect to see is that the Top Performers also set more challenging targets. They're shooting higher AND still achieving.

# Become a Value-Driving Sales Organization

Ask someone in the presence of other people if a company and sales organization drive value for their customers, and they'll say yes. Ask them confidentially in a research study, and you may get a wholly different answer. That's what we did, and that's what we got.

Everyone says value makes a difference in sales and business results. We wanted to test that assumption, and see just what kind of difference it makes.

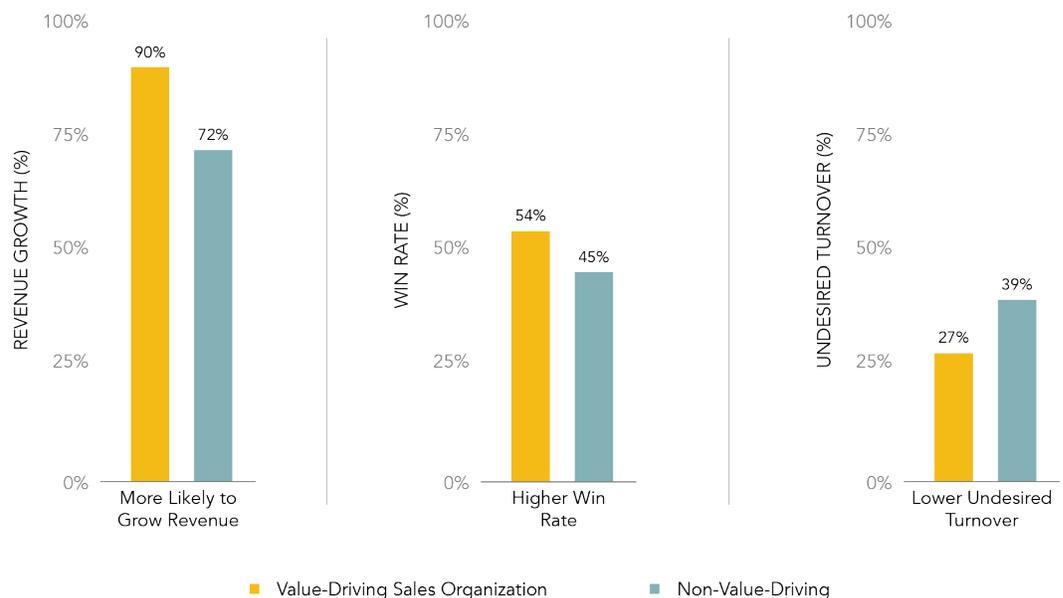
Five questions in our study related specifically to value and customer focus:

- Our sales organization focuses on driving maximum value for the customer
- Our sales force structure is aligned with the way our customers prefer to buy from us
- Our sales process is customer-focused and maps to our buyers' buying processes
- Our sales process is flexible to apply to our buyers' various roles and situations
- Our company leaders prioritize developing sellers to be as valuable to our buyers as possible

Only 16% of the respondents answered "agree" or "strongly agree" to all 5 questions. We labeled this group the Value-Driving Sales Organizations. We compared their results to the respondents who were neutral or disagreed with at least one of these questions.

Here are some of the results Value-Driving Sales Organizations are able to achieve compared to Non-Value-Driving Sales Organizations:

Figure 9. The Value-Driving Difference



Everyone pays lip service to value, but not many organizations live and breathe it. Those that do have significantly higher win rates, revenue growth, and lower undesired turnover. Value-Driving Sales Organizations are not only able to achieve superior results, but also better able to retain strong performers.

## Value-Driving Organizations and Sales Process, Sales Method, and Strategic Account Management Maturity

Value-Driving Sales Organizations infuse value in their sales process and methodologies. Across the board they are more mature in three core areas:

Figure 10. Sales Process Maturity of Value-Driving Sales Organizations

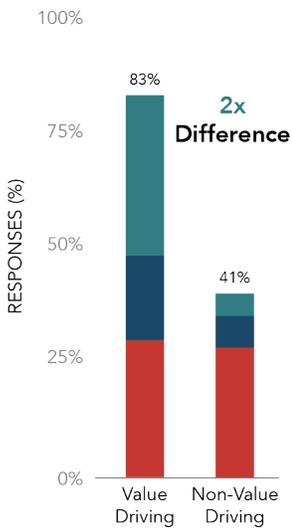


Figure 11. Sales Method Maturity of Value-Driving Sales Organizations

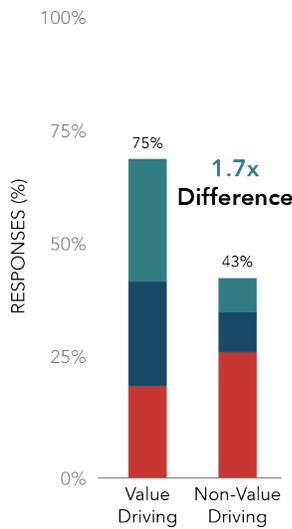
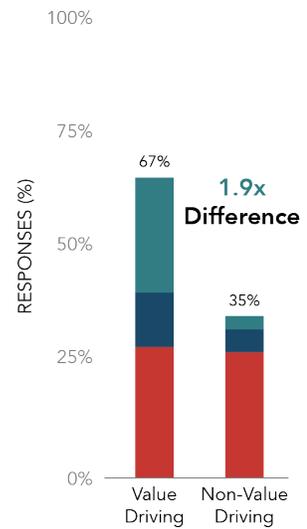


Figure 12. SAM Maturity of Value-Driving Sales Organizations



■ 5. World-Class ■ 4. Managed ■ 3. Defined

Without a unifying framework for these areas, sellers are left to their own devices. When left to their own devices, some sellers focus on value and others don't. (Not necessarily for dubious reasons. Often they don't know how.) Naturally, when this happens, average results are the norm.

As a concept, driving customer value is often at the center of the more sophisticated and modern sales process, method, and strategic account approaches. When these approaches are more mature at an organization, sellers are expected and better equipped to drive value.

## Value-Driving Sales Organizations and Sales Training

One of the biggest differences in Value-Driving Sales Organizations compared to Non-Value-Driving is their investment in sales training and how effective they rate that sales training to be.

Figure 13. Value-Driving Organizations Have More Effective Sales Training

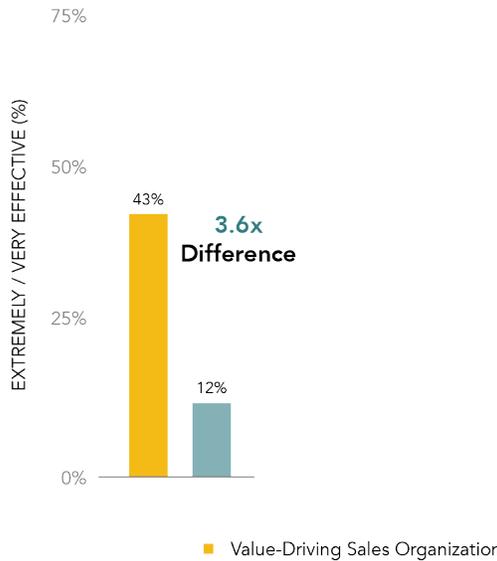
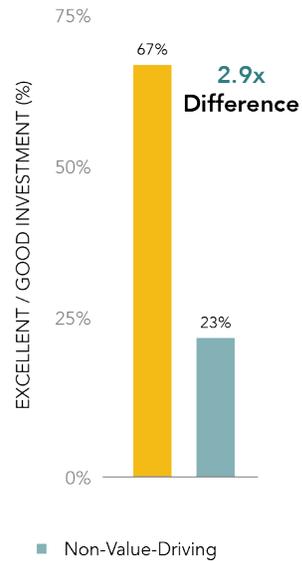


Figure 14. Value-Driving Organizations Have Greater Investment in Sales Training



Sales training goes hand-in-hand with process, method, and strategic account maturity. Processes and methods themselves don't mean anything. It's when sellers learn to use them to their best advantage, and then adopt them, that results happen. For sellers to do this, they need training, reinforcement, and coaching from managers. Value-Driving Sales Organizations are much more likely to focus on and invest in this training and make it effective.

### Make Value a Mission

This might seem like a given, but since only 16% of our respondents have this mastered, apparently it's not. So, we'll state it: focus on value with missionary zeal.

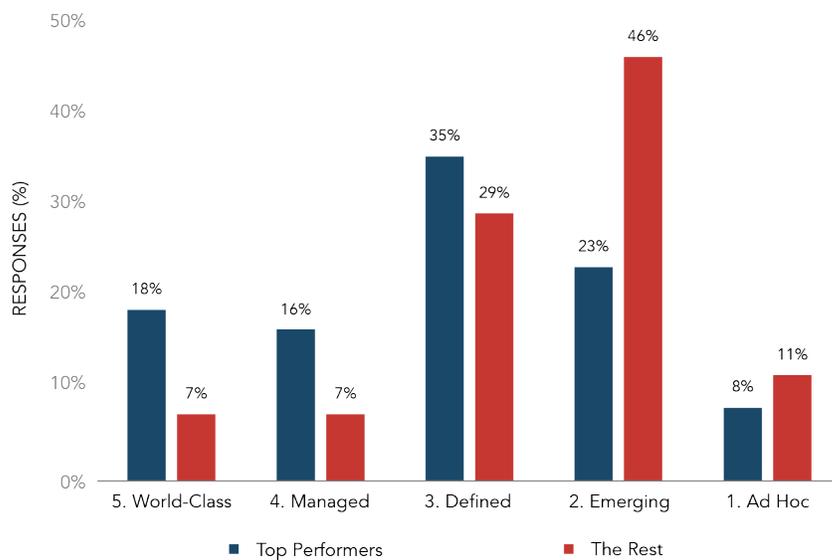
Sales organizations that focus on creating and delivering value, aligning their structures and processes to do so, and investing in sellers' abilities to be more skilled, knowledgeable, and valuable, get better results. They're also better able to retain top sales talent.

# Optimize Sales Process and Opportunity Management

Sales process and sales opportunity management exist to help sellers win sales. When companies have optimal processes for winning individual sales their win rates are significantly higher (see Figure 3).

Top Performers are much more likely than The Rest to have more mature sales processes, with 69% having reached at least a Level 3: Defined sales process.

Figure 15. Sales Process Maturity by Sales Performance



Interestingly enough, sales leaders are already keying in on this area. Three of the top four sales initiative priorities for the year ahead include:

Figure 16. Three of the Top Four Sales Initiative Priorities



## Improving Your Sales Process and Opportunity Approach

If you want to find yourself in the upper echelons of companies with strong and effective sales processes, first consider these five points from both the organizational and individual seller perspectives (excerpted from our *Optimizing Sales Opportunity Management* report).

Key Point	Implication for Leaders	Implication for Sellers
<p><b>Drive your sales process maturity as close to 5 as you can.</b></p> <p>Wherever you are now, make it a priority to get to the next level.</p>	<p>Going from undefined (1 or 2) in maturity to 3 is often the most difficult because, culturally, people don't believe they need process. Resistance is often high. All good sales organizations, however, define their sales and opportunity management process at some point. It's up to you to lead a resistant sales organization through the change.</p> <p>If you are at a 3 already, drive to 4 and 5. Getting to 3 is a change effort. Getting to 4 and 5 is a resource effort as it requires leadership vision, ongoing development, and ongoing commitment and tactical management to make it all work.</p>	<p>If your organization doesn't have a defined sales process in place, don't make that an excuse. Organize <i>yourself</i> so you know what to do to drive wins.</p> <p>As for tools and resources to guide your selling efforts, don't wait for your organization to build them for you if they don't have them in place already. If you want to lead a thorough needs discovery, build a guide for yourself. If you need to inspire buyers with new ideas, figure out how.</p> <p>If your organization does have tools and resources available to help you win sales, it's up to you to use them. Don't expect anybody to come down to your desk and hold your hand. Seek them out proactively.</p>
<p><b>Approach your most important opportunities with high intensity and rigor.</b></p>	<p>Define the intensity with which sellers pursue major opportunities. This typically means giving less (or no) attention to smaller opportunities so you can consolidate time and effort on the larger ones.</p> <p>Require pursuit intensity ratings on opportunity plan templates. Every opportunity should have a rating so sellers can match the amount of time and resources they invest to the potential benefit of each opportunity.</p>	
<p><b>Pursue sales opportunity planning (i.e., Win Labbing) collaboratively.</b></p>	<p>Train sellers to lead the process of collaborative meetings to get the best ideas, and create the best strategies, for winning their most important opportunities.</p> <p>Make sure plans are written and compelling. Require the most important opportunities be presented to management for vetting and strengthening.</p>	<p>For your most important sales opportunities, find managers, colleagues, or a coach to help you build the best ideas to win.</p> <p>Force yourself to write the plans, build them completely, and make them compelling. Find someone to poke holes in the plans so you can strengthen them.</p>
<p><b>Increase success when pursuing multiple-buyer sales.</b></p>	<p>Change the way you organize and label buyer roles. Old labels such as "Economic Buyer" and "Coach" aren't good enough anymore.</p> <p>Create Change Champions to help you drive a shared agenda with your buyers.</p> <p>Facilitate meetings with various buyers in the same room to create a shared agenda and understanding.</p>	
<p><b>Make your sales and opportunity planning processes value-driving and customer centric.</b></p>	<p>Focus the organization's expectations, language, and behavior around maximizing customer value.</p> <p>Invest in seller skills to create value.</p> <p>Make sure opportunity planning templates and selling processes are client-focused and value-oriented.</p>	<p>Always strive to drive value for the buyer. Understand their agendas and objectives and work to satisfy them.</p> <p>Invest in yourself and whatever training or coaching you need to be able to drive value for buyers, such as inspiring with ideas and insights, driving change at their organizations, best utilizing what you sell to them, and so on.</p> <p>Be able to make the case to yourself for why buying, and buying from you, is the best choice.</p>

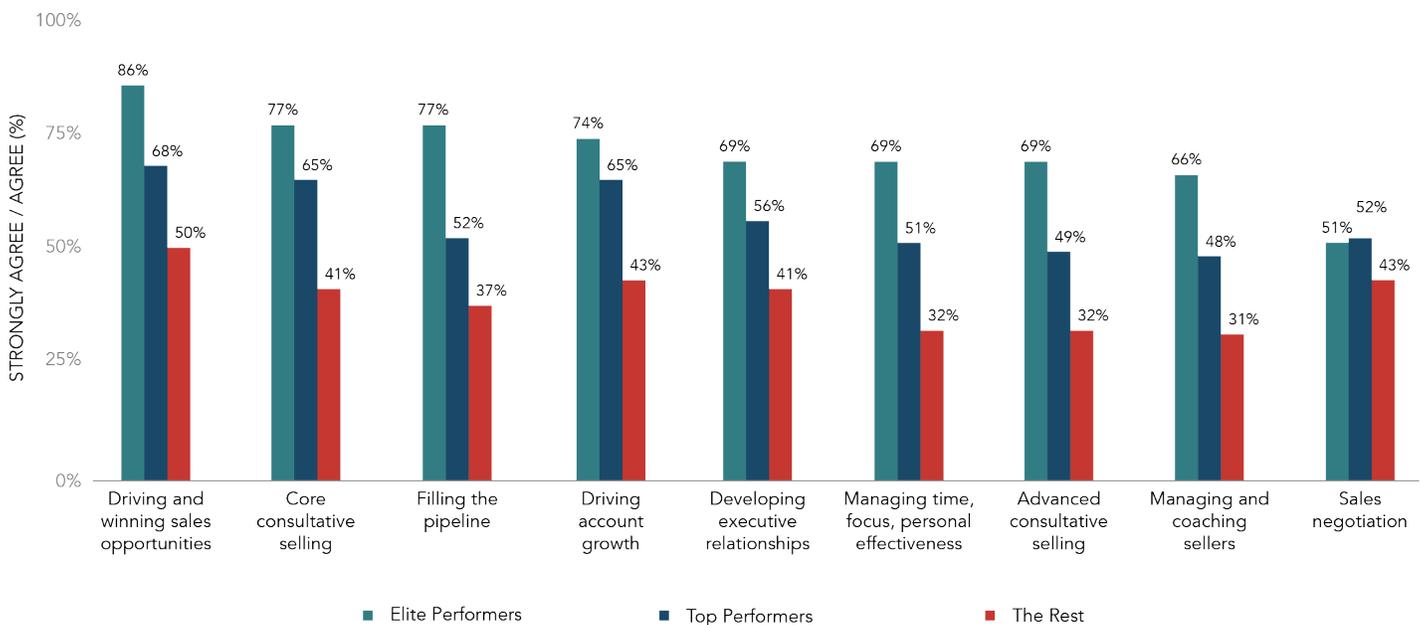
# Prioritize Sales Skills and Training

Before we analyzed the data on the Top Performers, we assumed that stronger skills would correlate with better performance. This assumption was correct.

We were surprised, however, by three findings:

1. The gap between Elite Performers, Top Performers, and The Rest, across skill categories, is large (Figure 17).
2. The significant correlation between sales training maturity, effectiveness, and investment to skills.
3. How effective sales training affects motivation.

Figure 17. Sellers Have the Skills They Need to Find and Win Business Consistently and at a High Level



Elite and Top Performers are significantly more likely to have the skills they need to succeed in every area we studied (Figure 17). However, no single skill area was a key driver of Elite or Top Performance. This is similar to sports. In basketball, dribbling does not make for team wins. Nor does passing, shooting, defense, or good coaching. But *together*, in the right combination, the right skills add up to wins.

A few areas, however, stand out:

- **Driving Sales Wins—The Highest High:** Driving and winning sales opportunities was the question where Elite and Top Performers scored the highest at 86% and 68% respectively. It's no wonder companies that focus on driving sales wins actually win more sales opportunities.

- **Core and Advanced Consultative Selling Skills:** The second highest skill area for Elite and Top Performers was core consultative selling skills. In fact, of the 72 factors we studied, core consultative selling skills was the fourth greatest gap between Top Performers and The Rest.

69% of Elite Performers agreed their teams had strong advanced consultative selling skills, such as inspiring buyers with ideas, and helping them see issues in a new light. Just under half of Top Performers had these skills, as did only 32% of The Rest. There's an opportunity to improve across the board in these areas. Based on our *What Sales Winners Do Differently* research,<sup>3</sup> this is what buyers look for from sellers. In that study, we also found that advances in core and advanced consultative selling skills will drive both sales wins and client loyalty.

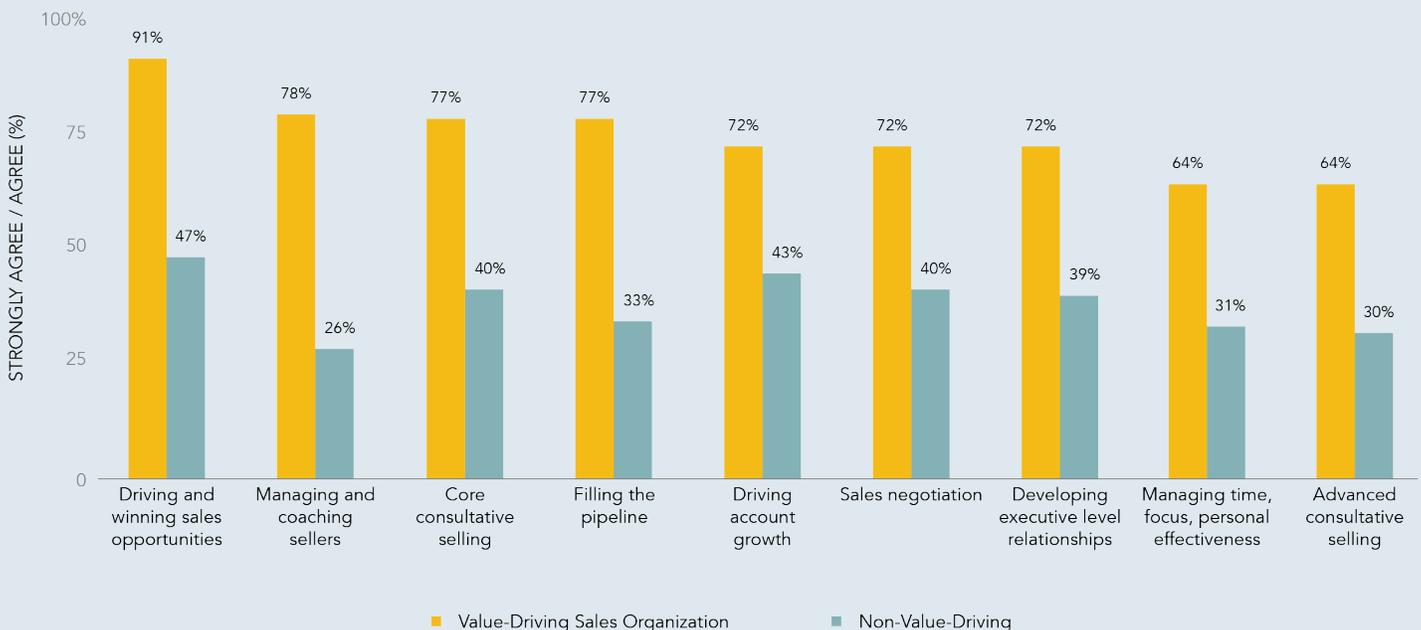
- **Sales Management:** Only 31% of The Rest agree or strongly agree they have the skills to manage and coach sellers. It's surprising that this skill is even lower than prospecting, which is a notorious complaint area in all but the best sales organizations. Sales management also scored the lowest and second to lowest for the Top Performers and Elite groups, respectively, representing an area where most organizations can improve. Yet, see Figure 18, and you'll find sales management and coaching skills are second highest among Value-Driving Sales Organizations.

3 Mike Schultz and John Doerr, *What Sales Winners Do Differently* (RAIN Group, 2013).

## Value-Driving Sales Organizations and Sales Skills

Looking at sales skills through the lens of Value-Driving Sales Organizations reveals stark differences.

Figure 18. Sales Skills in Value-Driving vs. Non-Value-Driving Sales Organizations



Across every skill area, Value-Driving Sales Organizations have significantly stronger sales skills—in some cases 3x stronger skills than The Rest. Given that we know they invest more heavily in their sales training and that their training is rated as more effective (see Figures 13 and 14), it's no wonder they have a higher win rate, revenue growth, and sales force retention.

## Sales Training Investment, Focus, and Effectiveness

Figure 19. Sales Training Effectiveness by Performance

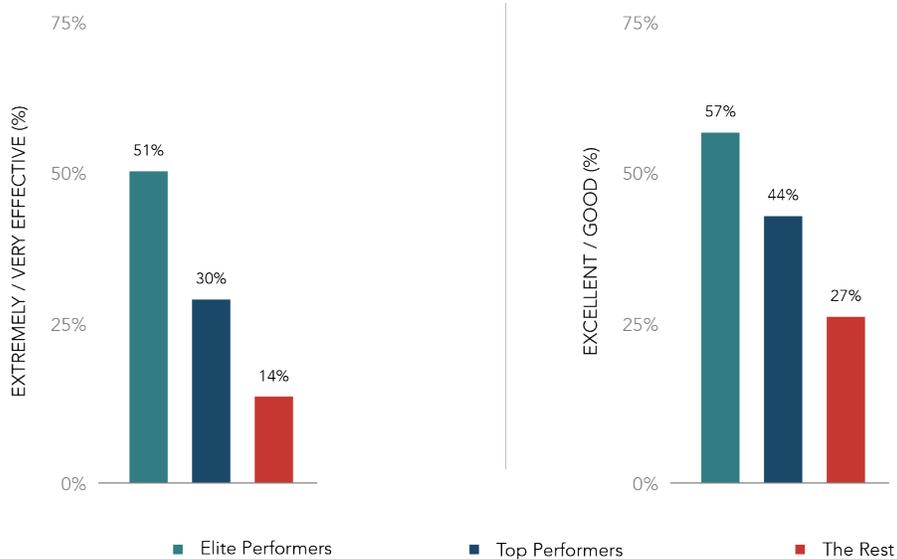
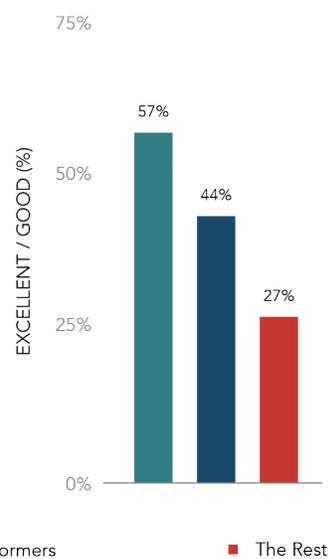


Figure 20. Investment and Focus on Sales Training by Performance



Top Performers are 2x more likely than The Rest to say their training is extremely or very effective (Figure 19), and they make significantly higher investment in sales training (Figure 20).

### A Closer Look at Sales Training, Capabilities, and Win Rate

The thrust of this report is that sales leaders should focus their efforts on driving win rate. We thought it worthwhile to note the differences between the win rates of those companies that rated better in capabilities (skills and knowledge), and sales training on win rate.

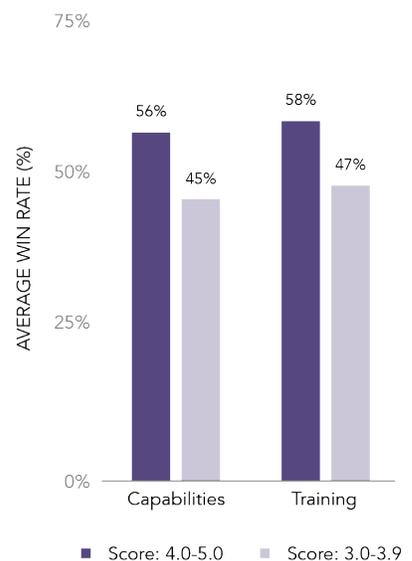
Respondents rated themselves on a 1 to 5 scale in a variety of questions in eight different categories—two of which were Capabilities and Training (Figure 21). We grouped the ratings by:

- **Agree zone:** Between 4.0 and 5.0
- **Neutral zone:** Between 3.0 and 3.9, with respondents neither agreeing nor disagreeing

Respondents scoring an overall 4.0 to 5.0 in the Capabilities category (i.e., those who agreed they have strong skills and knowledge across core selling topics) had an average win rate of 56%, while those scoring in the neutral range of 3.0 to 3.9 had a 45% win rate—an 11-point difference.

Respondents scoring an overall 4.0 to 5.0 in the Training category had an average win rate of 58%, while those scoring in the neutral range of 3.0 to 3.9 had a 47% win rate—an 11-point difference.

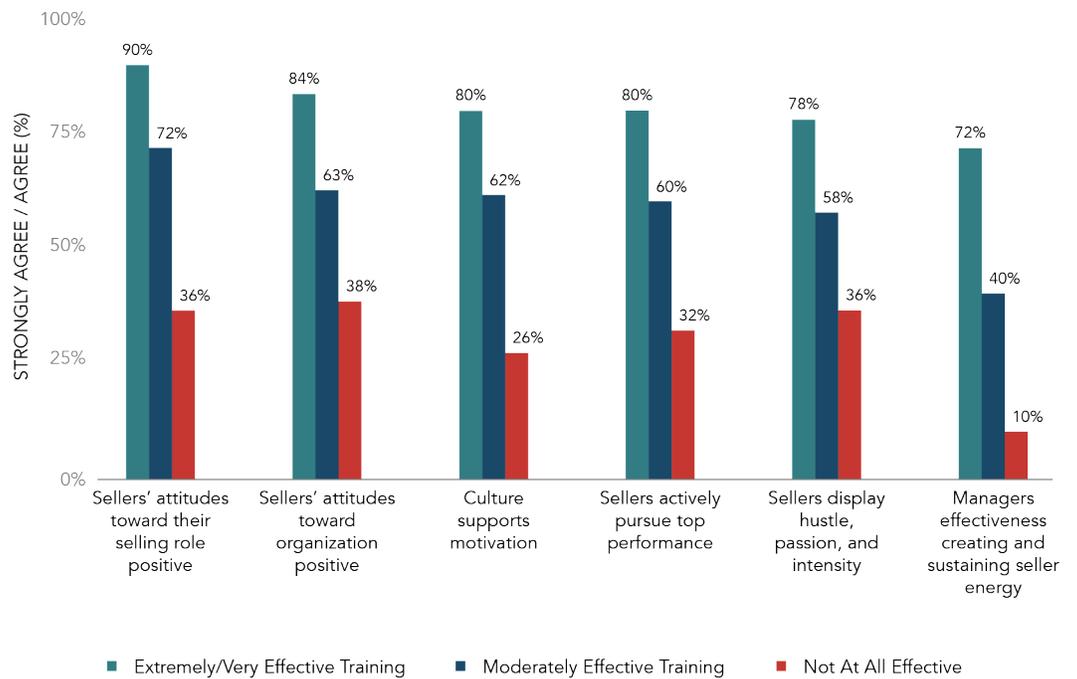
Figure 21. Capabilities Correlate with Win Rate



## Training Effect on Motivation

As we studied each question, we looked for correlations among dozens of different factors across our research. One area that stood out was the effect of training on sales motivation. When sellers are confident in their skills and feel like the organization is investing in them, attitude and energy are maximized. Figure 22 illustrates this.

Figure 22. Sales Training Effectiveness and Motivation



When sellers are confident in themselves when selling, and believe the organization is a strong partner with them to improve their performance, you'll get a team selling with hustle, passion and intensity consistently over the long-term.

# Take the Lead

It's clear that improvements in key areas of the sales organization will drive win rates higher. When win rates improve, they have a tremendous effect on revenue growth and performance overall.

If it were only something simple that would drive those win rates higher. Based on our findings, most organizations will have quite a bit of work to do to get there. It's going to take leadership.

Leadership can be described as driving change in the face of inertia and resistance. Changing the sales organization is no different. If you think you have work to do to drive more value for buyers, it's likely to take a change effort. Belief systems, behaviors, investment levels, people... all may need to change. If you believe your sellers (or you personally) need stronger skills, a quick training class won't cut it. It takes investment, time, and focus to make sure training is effective and applied.

Interestingly, more than half of The Rest already prioritize improving sales force effectiveness (Figure 23). It seems, however, that not all priorities are accomplished (Figure 24).

Figure 23. Company Leaders Prioritize Improving Sales Force Effectiveness

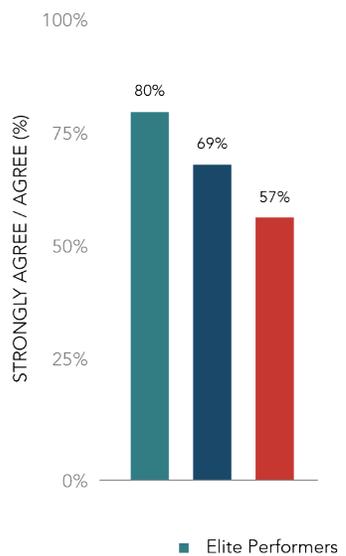
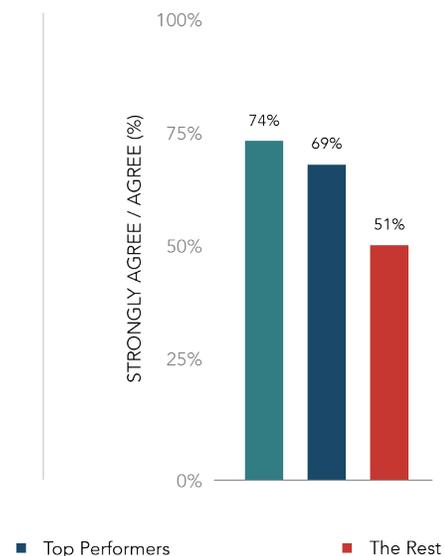


Figure 24. When Our Company Leaders Set a Priority, the Priority Gets Done



Those leaders who do prioritize improving sales force effectiveness, who make the right choices on where to focus, and who can achieve what they set out to achieve, will enjoy the reward of an ever increasing win rate.

It all starts with you.

# Sales Benchmark Analysis and Plan

## Benchmark Your Organization Against Top Performers

Most leaders know there is huge untapped revenue growth potential in their sales organization. However, structuring and organizing for growth, finding and developing the right people, and enabling them to achieve their sales potential is frustratingly elusive. In the name of sales performance improvement, companies try many different tactics that often fall short of their goal.

In *The Top-Performing Sales Organization Benchmark Report*, we studied 472 sellers and executives, representing companies with sales forces ranging from 10 sellers to 5,000+. Our goal was to learn what the Top-Performing Sales Organizations—those with higher win rates, that meet their sales goals, and achieve maximum pricing in line with the value they provide—do to reach Top Performer status.

We've identified 75 specific factors, organized around the eight drivers in the Sales Performance Wheel, that impact a sales team's ultimate performance and growth. In our Sales Benchmark Analysis and Plan, we will benchmark your organization against these Top Performers, and our consultants will perform an analysis of the greatest areas of improvement opportunity in your sales organization. You will:

- Find out how you stack up against our database of Top-Performing Sales Organizations in each category
- Learn the best avenues for sales performance improvement for your company
- Identify current strengths and areas of improvement across sellers
- Put a Sales Growth Plan of Action in place to implement improvements as quickly and effectively as possible

The Sales Benchmark Analysis and Plan will uncover your greatest, and often hidden, opportunities for growth. You'll be equipped with a Sales Growth Plan of Action allowing you to implement with confidence.



## Contact Us to Discover How You Stack Up Against Top Performers

Top Performers:

- Achieve higher opportunity win rates
- Meet their sales goals more often
- Capture value-based pricing
- Grow revenue more often and more dramatically than The Rest

To benchmark your organization and learn what you need to do join their ranks, contact RAIN Group today at 508-405-0438 or [info@raingroup.com](mailto:info@raingroup.com).

# About RAIN Group

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

RAIN Group is a sales training, assessment, and performance improvement company that helps leading organizations improve sales results. We've helped hundreds of thousands of salespeople, managers, and professionals in more than 62 countries increase their sales significantly with RAIN Group's consulting and sales methodology.

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 and negotiation 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.

### Identify Who Can and Will Sell with Great Success

Our assessments measure sales attributes and skills, identifying the factors that really make a difference in sales performance. Whether you're looking to hire someone who can and will sell, or looking to improve sales performance, we'll help you build the most successful sales team.

### Implement Would-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](http://RAINGroup.com) or calling (508) 405-0438.

## RAIN Group's Clients



## Global Locations

Boston • Geneva • Johannesburg • London • Mumbai • Sydney • Toronto

## Connect with Us

