

Insight Selling: Advanced Consultative Selling



Program Overview

The landscape of buying and selling has changed more in recent years than it has in preceding decades. Buyers are more sophisticated than ever and awash in information. At the same time, executives are searching—often in vain—for new ways to innovate, compete, and improve their success.

When sellers bring valuable insights and ideas to buyers, they strengthen relationships, differentiate from competition, and win more sales.

Insight Selling: Advanced Consultative Selling teaches sellers how to inspire with insights, shape buyer points of view, and set themselves and their companies apart from the pack.

Learning Objectives

In Insight Selling: Advanced Consultative Selling, participants will learn how to:

- Inspire buyers with ideas that matter to *them*
- Increase relationship strength by maximizing seller-driven value
- Use cognitive reframing and disruption questions to open buyers' minds to new ideas
- Use the 4 Value Proposition Questions to craft a rock-solid case to buy
- Tell a Convincing Story that intrigues buyers, shapes their thinking, and drives the buying and selling process forward
- Craft breakthrough solutions that create new possibilities
- Build a concrete plan to drive your success with Insight Selling

Program Approach

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

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.

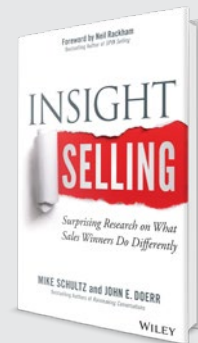
Action Learning: Role-play exercises and custom case studies allow your team to practice new skills based on scenarios relevant to your company.

Comprehensive Learning System: Participants are immersed in education, both in live training and with robust reinforcement that includes virtual instructor-led training, eLearning, RAIN MailSM mobile reinforcement, coaching, and on-the-job support tools.

Execution Assurance Coaching: 90-day execution assurance process ensures sellers adopt and apply new skills, and that training generates maximum ROI.

Buyers Want Your Insight

In our groundbreaking book, *Insight Selling: Surprising Research on What Sales Winners Do Differently*, we found that the number one factor separating sellers who win the sale from those who come in second-place is: Seller educated me with new ideas or perspectives. In fact, sales winners educate buyers with new ideas and perspectives 3x more often than second-place finishers.



Insight Selling Tools

Insight Selling Reference Guide: A Quick Reference Guide summarizing the key concepts of Insight Selling.

Convincing Story Planner: A visual tool covering the key components of a Convincing Story.

Interaction Insight Messaging Guide: A powerful tool to aid sellers in shaping buyer points of view.

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Complete Blended Learning System



Top 10 Benefits of Insight Selling

1. Differentiate and set your company apart from the pack
2. Create new business opportunities that fill the pipeline
3. Tell a Convincing Story that intrigues and inspires buyers to act
4. Challenge buyers by disrupting their current thinking
5. Reframe your buyers' perception of what is possible
6. Build trust and drive innovation through collaboration
7. Transform your approach to building relationships
8. Become an indispensable source of insight to buyers
9. Sell on value and realize higher margins
10. Win more sales and grow existing accounts

Delivery Options

- Tailored on-site, instructor-led programs
- Train-the-Trainer, Licensing
- Blended learning: Online and on-site, instructor-led curriculum
- Total Access License®: Enjoy access to our suite of sales training programs, eLearning, performance support tools, and resources for your entire sales team

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 (standard with the program).
- **Convincing Story Messaging:** Convincing Story presentations and messaging are developed along with support materials.
- **Interaction Insight Messaging Guide:** Sellers are provided with powerful messaging to shape buyer POVs and succeed with Insight Selling.
- **Reinforcement:** Custom-built eLearning lessons and RAIN MailSM scenario email reinforcement.

Insight Selling Reinforcement

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

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

Virtual instructor-led sessions: Accessible wherever your sellers are, these sessions address Insight Selling 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 prepared and held accountable to apply Insight Selling on a daily basis.

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, coaching, and consulting services.

Global Locations

Boston - Headquarters

Bogotá	Mumbai
Geneva	Seoul
Johannesburg	Sydney
London	Toronto

Insight Selling: Advanced Consultative Selling



Common 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, our core workshop covers the following topics:

Driving Value

- Learn how you, as the seller, can drive significant value over-and-above your offerings
- Make a rock-solid case for why you are the best choice among buyers' options
- Apply the critical 4 Value Proposition Questions to communicate a winning value proposition
- Maximize your ability to maintain premium pricing as you sell

Becoming an Advanced Consultative Seller—Achieving Top Performance

- Understand the top 10 attributes of sales winners based on rigorous research into buying decisions
- Leverage the top 10 attributes to shape buyer points of view and drive buyer value
- Transform your approach from Foundational to Advanced Consultative Selling
- Learn how to become *categorically distinctive* from your competitors even if you are in a market perceived to be commoditized

Using Interaction Insight

- Disrupt your buyers' current thinking
- Reframe your buyers' points of view through Interaction Insight
- Direct your buyers to embrace new possibilities and better outcomes
- Learn how different buyers react differently to insights and how to manage them all for success

Using Opportunity Insight

- Craft a compelling case for exceptional buyer success
- Deeply connect with buyers through the power of story
- Learn to deliver a Convincing Story, the most persuasive framework to inspire with new ideas

Driving the Sales Process with Insight Selling

- Apply Insight Selling across the selling cycle
- Create a custom solution that drives maximum value and differentiation
- Increase account penetration and revenue growth by continuously driving new ideas

Executing Insight Selling

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