RAIN Group Digital
Virtual Instructor-led Training (vILT)

RAIN Group

Virtual learning has often played the role of second fiddle to live, in-person training. Creating and maintaining participant engagement, and driving learning and behavior change, have been elusive without the linchpin of classroom training.

However, with the widespread acceptance of video meeting rooms, changes in micro-learning, collaboration, and virtual technologies, along with the advent of innovative offerings like RAIN Group Total Access® and Execution Assurance, virtual training now rivals, and in some cases outperforms, instructor-led training in effectiveness and client results.
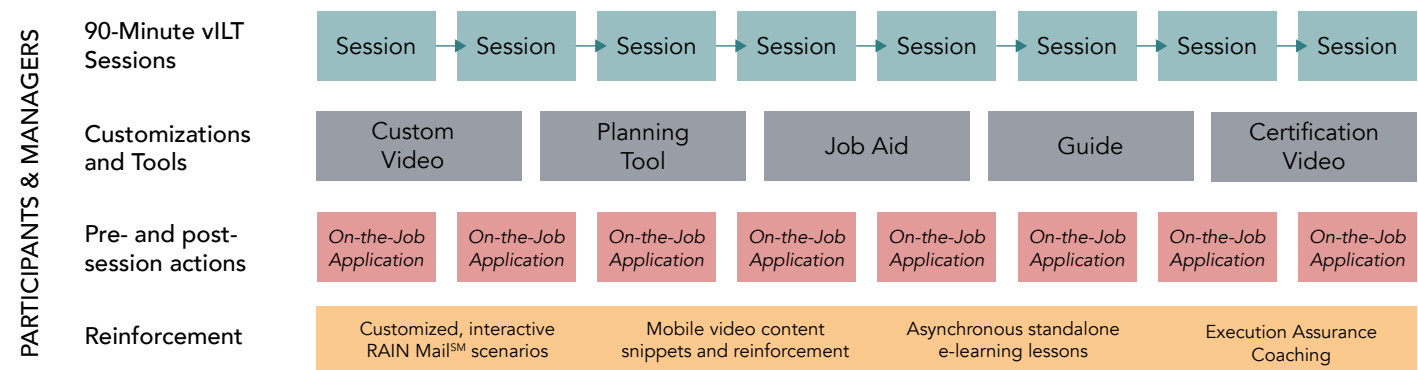
Why it Works

RAIN Group Digital is a highly-engaging program designed to help sellers learn without disrupting work with multi-day events and travel. It includes virtual instructor-led training (vILT), micro-learning, reinforcement, and coaching.

The unique delivery structure of RAIN Group Digital helps our clients hold themselves and their teams accountable for learning and applying new skills. A dedicated RAIN Group Client Results (CR) team member works with your sales leaders to make sure engagement is high, and that results happen, get measured, and are visible to your team.

Key components of our approach include:

- **90-minute vILT Sessions:** We have a robust library of 90-minute, discrete delivery modules across 9 unique learning streams that map to the Sales Competency Wheel℠. Each session is highly interactive with polls, live discussion, two-way video, video-breakout rooms for exercises, and digital whiteboarding through the highly user-friendly Zoom platform.

- **Mobile-first Micro Learning:** Participants receive bite-sized, mobile-friendly, micro-learning snippets that introduce and reinforce content through RAIN Group's innovative RAIN Mail℠ technology.

- **Customization and Tools:** Digital vILT lends itself to roll out and adoption of job aids and tools helpful for sellers to get the job done quickly and correctly. Lessons, micro-learning, tools, and reinforcement are all straightforward, flexible, and customizable to make the training relevant and inspiring for your team.

- **Execution Assurance Process and Coaching:** Each session ends with commitments for action using RAIN Group's exclusive Execution Assurance framework. Between sessions is the perfect time to apply learning on-the-job and drive learner action and motivation. This is a core benefit of virtual instructor-led training compared to other delivery methods. Our Client Results team works with you to ensure sales managers and program sponsors are exceptionally well trained and prepared to drive adoption and accountability for the training.

Sample: RAIN Group Digital vILT Delivery

90-Minute vILT Sessions	Session	Session	Session	Session	Session	Session	Session	Session
Customizations and Tools	Custom Video		Planning Tool		Job Aid		Guide	Certification Video
Pre- and post-session actions	On-the-Job Application	On-the-Job Application	On-the-Job Application	On-the-Job Application	On-the-Job Application	On-the-Job Application	On-the-Job Application	On-the-Job Application
Reinforcement	Customized, interactive RAIN Mail℠ scenarios		Mobile video content snippets and reinforcement		Asynchronous standalone e-learning lessons		Execution Assurance Coaching	

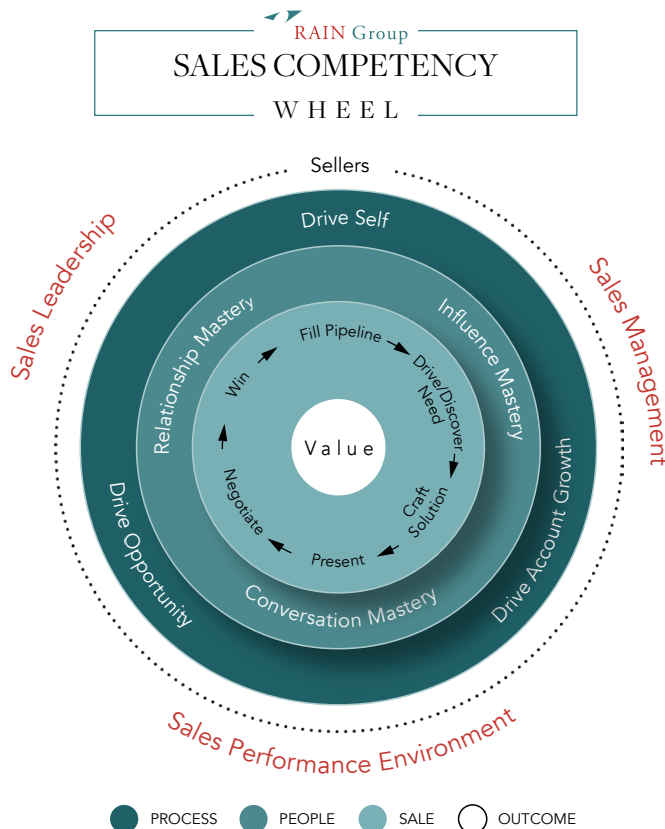*(Left axis label: PARTICIPANTS & MANAGERS)*

MANAGERS Execution Assurance

Coach the coach by RAIN Group Client Results leader to set up and transfer Execution Assurance process to CLIENT ABC management team

Total Program Calendar Delivery Time: ▪ Core: 2 to 6 weeks ▪ Immersion: 2 days to 1 week

Bring Your Sales Competency Model Alive via vILT

While sales competency models are organized in different ways at different companies, most are comprised of the components in the RAIN Group Sales Competency Wheel℠. Now with RAIN Group Digital vILT, you can easily design and develop custom curricula to bring your competency model alive.

RAIN Group
SALES COMPETENCY
W H E E L

Sellers

Drive Self

Sales Leadership

Sales Management

Relationship Mastery

Influence Mastery

Fill Pipeline

Drive/Discover Need

Win

Value

Negotiate

Craft Solution

Drive Opportunity

Present

Drive Account Growth

Conversation Mastery

Sales Performance Environment

● PROCESS ● PEOPLE ● SALE ○ OUTCOME

RAIN Group Programs Available in vILT

The labels in green highlight how the programs map to the RAIN Group Sales Competency Wheel above.

RAIN Selling: Foundations of Consultative Selling

Consultative selling program focusing on leading masterful sales conversations.

Drive, Discover Need | Influence, Relationship, & Conversation Mastery

Insight Selling: Advanced Consultative Selling

Drive demand and win opportunities by helping buyers change their thinking.

Drive, Discover Need | Influence, Relationship, & Conversation Mastery

Strategic Account Management

Action-learning workshop to expand, penetrate, and protect your most important high-potential accounts.

Drive Account Growth | Influence & Relationship Mastery

RAIN Sales Negotiation

Overcome objections and move to in-depth collaboration with buyers to create the best possible agreements.

Negotiate | Influence, Relationship, & Conversation Mastery

RAIN Sales Prospecting

Generate leads and create maximum pipeline opportunities. Geared to the complex, idea-driven sale.

Fill the Pipeline | Conversation & Influence Mastery

Key Account Management

Grow multiple accounts with a proven process and account-growth planning tool. Maximize account penetration.

Drive Account Growth | Influence & Relationship Mastery

Winning Major Sales

Strategies and actions for maximizing sales wins. Ensures a consistent sales process.

Drive Opportunity, Craft Solutions & Win | Influence & Relationship Mastery

9 Habits of Extreme Productivity

Transform your team's results by helping them maximize their motivation, control their TIME, focus on the right activities, and execute in the productivity zone.

Drive Self

RAIN Sales Coaching

Help managers and leaders become the best coaches to maximize motivation, actions, development, and wins.

Sales Management

RAIN Group

Top 10 RAIN Group Digital vILT Benefits

1. Quickly and easily train geographically dispersed teams and increase the reach of your training

2. Reduce the amount of time sellers spend out of the field

3. Train during times of travel and meeting restrictions

4. 90-minute framework is exceptionally flexible for customization and delivery of programs

5. Reduce total cost of training by eliminating travel, facilities, equipment, and on-site staffing requirements

6. Straightforward customization of job aids and tools to your company's way of selling to make them applicable so training sticks and transfers on-the-job

7. Pre- and post-session action, focus, and motivation increased through RAIN Group Execution Assurance process and Client Results partnership

8. Aligned with how new generations of sellers learn and operate

9. Technology, including micro-learning, digital white boarding, video-breakout rooms, and more, keep participants highly engaged

10. Participants immediately use new skills on-the-job and receive direct feedback, allowing them to quickly adopt and improve new skills

About RAIN Group Total Access

When you choose RAIN Group Digital vILT, you become part of our Total Access family. Unique in the sales training world, when you buy a program from RAIN Group, you get access to not only that one program, but also our *entire library of programs*. This allows you to set up and deliver a thorough curriculum mapped to your sales competencies without incurring additional intellectual capital fees.

About Execution Assurance

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

Common Customizations

- **Program delivery roll out and timing:** Core delivery time is flexible, with programs commonly spread over 2 to 6 weeks with an immersion delivery of 2 days to 1 week.

- **Case studies and role-plays:** Sellers engage in customized role-play scenarios based on sales situations they typically face.

- **Job aids and tools:** Planners, playbooks, and tools are customized to your company's way of selling, making them relevant and easy to use on-the-job.

- **Reinforcement:** Custom-built eLearning lessons, RAIN Mail^{SM} scenarios, and other micro-learning content make learning stick.

- **Custom eLearning development:** Build your own bespoke content and lessons through RAIN Group's content and learning development team.

Client Testimonial

"RAIN Group provided an exceptional and leading-edge virtual learning experience for our national sales channel. We were struggling with a geographically dispersed sales team that was time poor and had found that self-directed e-learning did not give us the same benefits as pre-set, collaborative learning sessions that the channel was used to in traditional classroom training. RAIN Group's response to our challenge was exceptional; they conceived, designed and deployed a best-in-class Virtual Sales Academy covering 20 different sales competencies in 90-minute virtual sessions over a 12-month rolling calendar. The Academy used a mixture of virtual classroom live delivery, interactive digital reinforcement, and eLearning, and proved to be a great success. I would not hesitate to recommend RAIN Group as a partner to deliver sales capability uplift to a remote and dispersed sales team."

James Hourigan
National Sales Director, Optus SMB

Award-Winning Results

RAIN Group has been recognized as a Top 20 Sales Training Company by Selling Power and Training Industry and has won multiple Stevie Awards for superior client results and a Brandon Hall Group Excellence Award.

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

Bogotá	Mumbai
Geneva	Seoul
Johannesburg	Sydney
London	Toronto