

RAIN Sales Management

Driving and Inspiring Top Performance



Program Overview

Many people find themselves in the role of sales manager as the result of a promotion to recognize their top performance as a seller. But the skills that make for a successful seller and a successful sales manager are quite different.

In fact, managing a sales team is one of the more difficult jobs in any company. In the RAIN Sales Management program, participants learn how to direct the people on their teams, keep them motivated, and hold them accountable so they not only meet, but consistently exceed, sales targets.

Learning Objectives

In RAIN Sales Management, participants will learn how to:

- Understand the factors that impact sales performance and where managers can have the most influence
- Help sellers build meaningful and achievable goal and action plans to maximize performance
- Hold sellers accountable to their actions and goals
- Excel in the 5 roles and 5 rules that make for a great sales manager
- Coach for top performance, motivation, and execution
- Be effective communicators and decision makers
- Manage the sales pipeline of their teams with rigor and accuracy
- Use the RAIN Group Sales Opportunity Planner to help sellers speed up sales and get the most out of each opportunity

Program Approach

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

Assessments: We introduce sales managers to sales assessments by letting them experience ours. Through assessments, managers learn how to identify selling strengths and likely challenges, and how to help each seller reach their potential.

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: Custom role-play exercises allow your team to practice new skills based on scenarios relevant to your company.

eLearning: Participants are granted access to RAIN Group's online Sales Success Portal, giving managers access to training resources they can use to boost the sales skills of their teams.

Reinforcement: We work with your team on an ongoing basis using both live and online formats to reinforce concepts learned. We also provide sales manager coaching to individuals and groups to maximize the results of their teams.

Managers Don't Have the Skills They Need to Succeed

According to our Top-Performing Sales Organization research, only 3 in 10 companies agree their sales managers have the skills needed to manage and coach sellers. This means if you line up 10 sales managers, 7 of them don't have the skills to do their jobs effectively. This is the lowest of all the sales skills we studied.



RAIN Sales Management Tools

Sales Performance Wheel: A core visual tool that helps managers understand how they can affect sales performance.

Sales Opportunity Planner: A job aid to focus sellers on doing everything they can to win specific sales opportunities.

Getting Started with Coachees: A planning tool to help sales managers hold sellers accountable.

Sales Funnel Analysis Tool: A tool for managers to help sellers maximize their revenue.

Questions for Coaches: A list of questions coaches use as they prepare to coach.

Goal and Action Planner: A planning tool to help sales managers hold sellers accountable.

Work Styles and Ambitions: An assessment tool that provides insight into what drives and motivates sellers.

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Top 10 Benefits of RAIN Sales Management

1. Get the best results possible from your sales teams
2. Keep sales teams accountable for results
3. Choose the right sales management activities to make the greatest difference
4. Get stronger, more accurate opportunity assessments, pipelines, and account plans
5. Develop confident sales managers who follow a system that helps them succeed
6. Make the transition from seller to sales manager with greater success
7. Be effective at onboarding new sellers
8. Inspire seller action and execution
9. Avoid the most common mistakes sales managers make
10. Unleash the motivation, energy, and passion of your sales teams through your sales managers

Delivery Options

- Tailored on-site, instructor-led programs
- Train-the-Trainer, licensing
- Blended learning: Online and on-site, instructor-led curriculum

Technology Integration

- Online lessons are SCORM compliant and can be hosted on your internal LMS or by RAIN Group
- All tools and guides can be integrated into leading CRM systems.
- Our Sales Success Portal allows you to manage all facets of sales coaching in one place, including tracking goals and progress, managing action plans, posting activities and responses, and more

Common Customizations

- **Opportunity Coaching Exercise:** Sales leaders and managers engage in customized role-play scenarios based on coaching situations they typically face (standard with program).
- **Practicing Different Communication Styles:** Participants role-play coaching conversations and learn about the common communication styles they are likely to encounter.
- **Reinforcement:** Custom-built eLearning lessons and RAIN MailSM scenario email reinforcement.
- **RAIN Sales Coach Certification:** After completing the program, coaches have the option to continue on to become a RAIN Sales Coach by going through a rigorous certification process.

RAIN Sales Management Reinforcement

RAIN MailSM: 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, situations, and certification.

Sales manager coaching: Provides support to individuals to maximize results of their teams.

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

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, the topics covered typically include:

Succeeding as a Sales Manager

- Succeeding with the five roles of a great sales manager and coach
- Learning the 5 roles and 5 rules top managers and coaches must follow to get the most from their sellers
- Managing the sales pipeline of your team with rigor and accuracy
- Creating a comprehensive plan and defining a rhythm for managing a sales team

Creating Goals and Action Plans

- Prioritizing and maximizing time spent on high-return activities
- Analyzing the 7 most important metrics to creating seller goals and action plans
- Ensuring sellers develop themselves professionally and take responsibility for their success

Coaching and Developing High-Performing Sellers

- Implementing the 30-Day Rainmaker Challenge; a process to help managers truly unleash a seller's potential
- Gaining full adoption of company selling processes and methods
- Creating common selling approaches across the entire team

Motivating the Sales Team

- Motivating your sales team to perform at the top of their game day-in and day-out
- Implementing a morning ritual that gets all sellers on track for daily success
- Understanding the seven ambitions that drive seller success

Leading Great Sales and Coaching Meetings

- Listening effectively and learning to connect with sellers who have different communication styles
- Leading effective planning and problem-resolution discussions using PATHS to Action
- Using 48 discussion ideas and topics to lead highly productive sales meetings

Maximizing Sales Wins with Opportunity Coaching

- Helping sellers maximize their odds at winning the most important sales opportunities
- Using a systematic and rigorous opportunity-review process
- Knowing when to let the team sell and when to sell with the team

Holding Sellers Accountable

- Holding sellers accountable for results so they not only meet, but consistently exceed, sales targets
- Onboarding a seller and getting them on the right track from the start