Program Overview
RAIN SellingSM is RAIN Group’s core sales training program that teaches the RAIN Selling method, popularized in our bestselling book Rainmaking Conversations.

Focusing on how to lead masterful sales conversations, this program introduces the strategies and tactics that are the foundation of successful selling, and provides your team with the skills needed to become top-performing sellers. RAIN Selling concepts, tools, and strategies have been tested and proven to work.

Learning Objectives
In the RAIN Selling program, your team will learn how to:

- Lead masterful sales conversations from beginning to end
- Use questioning techniques to uncover the full set of customer needs and desires
- Sell ideas, insights, and perspectives that influence the buyer’s agenda and inspire buyer action
- Understand buyers, buyer types, and the buying process
- Close new business with success and high integrity
- Overcome objections that get in the way of the sale
- Sell on value and reduce price push backs
- Avoid common mistakes that even the most experienced sellers make

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 MailSM mobile reinforcement.

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:

| Educated me with new ideas and perspectives |
| Collaborated with me |
| Persuaded me we would achieve results |
| Listened to me |
| Understood my needs |

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

Sales Conversation Planner and Guide: A tool to aid sellers in planning for and getting the most out of each sales conversation.

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

Work Styles and Ambitions Assessment: Helps sellers understand their buyers’ personas and how they interact.
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 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. Increase win ratios
10. Maximize cross-selling and up-selling

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

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.
- Customized Tools: The Sales Conversation Planner is tailored 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.
- Reinforcement: Custom-built eLearning lessons and RAIN MailSM scenario email reinforcement.

RAIN Selling 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.
- Sales coaching: Provides preparation and support for specific sales opportunities.

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 73 countries increase their sales significantly with our sales training and sales performance improvement.

Global Locations
- Boston - Headquarters
- Bogotá
- Geneva
- Johannesburg
- London
- Mumbai
- Sydney
- SEOUL
- 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, 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

What Sales Winners Do – Achieving Top Performance
- The top 10 attributes of sales winners
- How to put the Three Levels of RAIN Selling to work
- Common sales advice you should avoid because it can undermine your success

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

Overcoming Objections and Winning the Sale
- The 4 types of buyer objections
- The 4-step process for responding to objections
- How to handle the 6 flavors of money objections
- Gaining commitment for the sale