

RAIN SellingSM: Foundations of Consultative Selling



Program Overview

RAIN SellingSM is RAIN Group's core consultative selling 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
- Maximize motivation, energy, and execution for leading the most successful sales conversations
- 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:

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.

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

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:

1. Educated me with new ideas and perspectives
2. Collaborated with me
3. Persuaded me we would achieve results
4. Listened to me
5. 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.

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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. Drive the change across your team to ensure consultative selling happens
10. Maximize cross-selling and up-selling

Delivery Options

- Tailored on-site, instructor-led programs
- Virtual instructor-led training (vILT)
- Train-the-Trainer, Licensing
- Blended learning: Online and on-site, instructor-led curriculum
- Total Access: Embed a robust sales method with full access to RAIN Group's world-class content, training programs, and education system at the lowest total cost of ownership

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.
- **Sales Conversation Planner:** Customize the conversation planner 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.
- **Objections and Response Strategies Grid:** A customized tool for anticipating, responding, and overcoming common objections.
- **Reinforcement:** Custom-built eLearning lessons and RAIN MailSM scenario email reinforcement.

RAIN Selling 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 and situations.

Execution Assurance Coaching: Ensure sellers are held accountable and change happens with our 90-day execution assurance process.

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

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|-----------------------|---------|
| Boston – Headquarters | |
| Bogotá | Mumbai |
| Geneva | Seoul |
| Johannesburg | Sydney |
| London | Toronto |

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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

Executing RAIN Selling: Foundations of Consultative Selling

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