

# The Road to Becoming an Insight Seller

Sales has changed drastically in the last few years. With sellers at a loss for how to adapt, the team at RAIN Group undertook a massive research effort to find out what the winners of actual sales opportunities are doing differently than the rest. They discovered that the most successful sellers harness the power of ideas. They connect, convince, and collaborate with buyers. They are insight sellers.



Connect the dots  Connect with people  
**CONNECT**

Connect the dots between buyer needs

and seller solutions

Sales winners are

**2.2x**

more effective at crafting compelling solutions

**CONVINCE**  
buyers with stories using a 7-step framework

## 5 Questions to Determine the Strength of Your Relationship with Clients

1. How would your clients describe the importance of your relationship with them?
2. How would your clients describe the level of partnership they have with your executive team in setting strategy and direction?
3. How would your clients describe your impact on their success?
4. What would happen if your clients lost their relationship with you?
5. Would your clients seek to replace you themselves?

**1 Connection:** Build rapport and credibility by demonstrating keen insight into their world.

**3 Desire:** Aspire to a benchmark for what could be, if only possible; paint picture of New Reality.

**2 Dissatisfaction:** Demonstrate how current state is full of undesirable and difficult afflictions.

**5 Breakthrough!** Inspire with insight on how new thinking is changing the game, creating new hope.

**6 Results:** Demonstrate how those who change their thinking and actions are enjoying the rational (ROI) and emotional rewards.

**4 Dissatisfaction Layering:** Take buyers on an emotional journey by moving back and forth between the current state and the new reality.

**7 Action:** Invite collaboration to explore possibilities further.

Sellers become the value when they **COLLABORATE**

**WINNERS COLLABORATE IN 2 WAYS**

### 1. In what they bring to the table:

- Educate buyers with new ideas and perspectives
- Collaborate with buyers

### 2. In how they interact:

- Responsive
- Proactive
- Easy to buy from

High performers are 2.7x more effective at educating and collaborating with buyers.



## Become an Insight Seller Today

In *Insight Selling: Surprising Research on What Sales Winners Do Differently*, bestselling authors Mike Schultz and John Doerr teach you exactly how to connect, convince, and collaborate with buyers and win with insight.

