

BENCHMARK REPORT

THE TOP-PERFORMING ***SELLER***

*Expansive global study reveals what
Top-Performing Sellers do differently*

By Mike Schultz, Mary Flaherty, and Andy Springer



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Introduction

What do top-performing sellers, those who achieve significantly stronger sales results than everyone else, do differently?

For three decades, studies conducted by the RAIN Group Center for Sales Research have explored the central questions around sales performance: What makes for top-performing organizations? Top-performing sales managers? Top-performing sellers?

After years of studying sellers and sales organizations across the globe and across industries, and analyzing data from thousands of sellers and sales managers, we organized this expansive, global study of over 1,000 sellers and sales managers. The goal: find out exactly what top-performing sellers do differently and better than other sellers, and learn what organizations do to inspire the best performance from their selling teams.

Read on to find out what defines top-performing sellers, and the keys to unleashing top sales performance at your organization.

This Research Analyzed 100 Skills and Behaviors Across 13 Categories

Core Consultative Selling

1. Relationships
2. Needs Discovery
3. Conversations and Communication
4. Solution Crafting
5. Value Case Making
6. Advancing the Sale
7. Influencing

Other Selling Skills

8. Negotiating
9. Prospecting
10. Account Management
11. Virtual Selling
12. Productivity
13. Sales Management and Coaching

Executive Summary of Key Findings

1. The Top-Performing SellerSM Model Revealed

We studied 100 skills and behaviors across 13 categories.

Top-Performing Sellers are *statistically significantly more capable* in the following critical categories of selling:

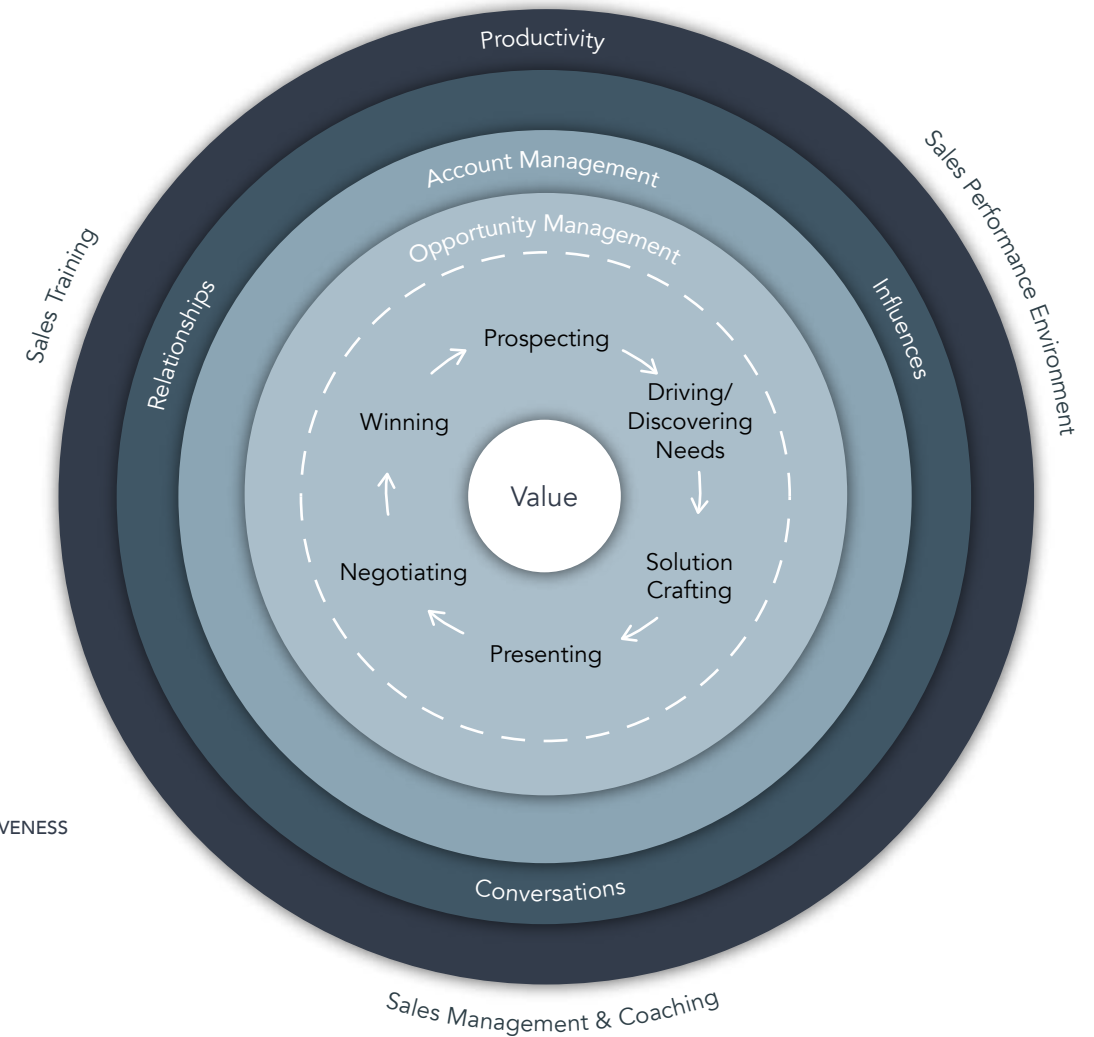
- Selling Across the Sales Cycle
- Opportunity Management
- Account Management
- Relationships, Conversations, and Influence
- Productivity

As a result of their approach to selling, Top-Performing Sellers are also more capable of creating and communicating value for buyers.

See page 11.

- MAXIMIZING PERSONAL EFFECTIVENESS
- SUCCEEDING WITH PEOPLE
- DRIVING ACCOUNT GROWTH
- WINNING THE SALE
- ACHIEVING THE OUTCOME

THE TOP-PERFORMING SELLERSM



2. The Powerful Link Between Top Performance and Seller Productivity

Each of the nine productivity behaviors studied is positively correlated with top performance. Personal effectiveness work habits have a surprisingly significant influence on sales performance.

See page 23.



Top Performers are **21% to 73% more likely** to exhibit productivity behaviors than The Rest.

3. Advanced Consultative Selling Skills Matter

Sellers who excel with the nine capabilities associated with advanced selling are almost twice as likely (94%) to be Top Performers.

See page 24.

LIKELIHOOD OF TOP PERFORMANCE INCREASES WITH
ADVANCED CONSULTATIVE SELLING SKILLS



4. Sales Managers Have a Significant Influence on Top Performance

Sales Management has a significant impact on seller top performance.

Top-Performing Sellers are 83% more likely to say their sales managers are effective in supporting their ability to achieve top performance.

See page 25.

SALES MANAGER EFFECTIVENESS ACCORDING TO SELLERS
% RESPONDENTS



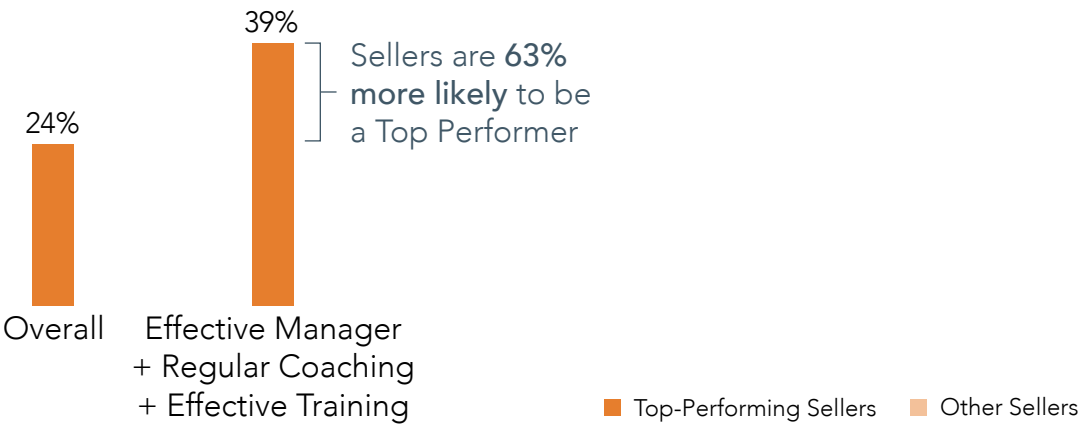
5. Accelerating the Results of Sellers

When sellers get the trifecta of an effective manager, regular coaching, and effective sales training, they're 63% more likely to be a Top Performer.

Take any of these away—manager effectiveness, coaching frequency, or training effectiveness—and the likelihood of top performance drops dramatically.

See page 28.

IMPACT OF MANAGER + COACHING + SALES
TRAINING ON SELLER PERFORMANCE
% RESPONDENTS



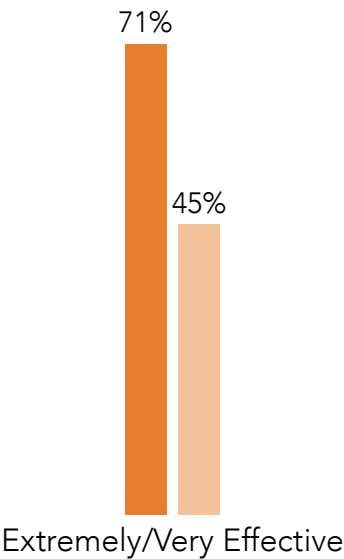
6. Sales Training: The More Effective the Training, the Stronger Sellers' Capabilities and Performance

Top-Performing Sellers get better training and have stronger skills than other sellers.

They're 58% more likely to receive very or extremely effective sales training, and they have stronger capabilities across all areas studied.

See page 29.

SALES TRAINING EFFECTIVENESS
% RESPONDENTS



Who Are the Top Performers?

The Top Performer group, representing 18.7% of survey respondents, matches the criteria outlined below. The Rest, everyone else, represents 81.3% of total respondents.

We assessed the skills and behaviors of sellers based on their own responses, as well as those of sales managers responding about their sales team. We then examined:

- Top-Performing Sellers compared to other sellers
- Managers whose sales teams are top performing compared with managers whose teams are not

	Top-Performing Sellers	Commentary
Met annual sales goal	All Top-Performing Sellers met their annual goal. (For sales managers responding for their teams, 75% of their sellers must have reached their goal to be included in the Top Performer group.)	Sellers had to meet their goal (following the conditions set below) to be in the Top Performer group. For sales managers reporting for their team, it wouldn't be realistic to have everyone meet their goal. We set the bar high at 75% of their team achieving goal.
Challenging sales goals <i>Goals must have set to be...</i>	Extremely / very / challenging	We didn't want to include sellers in the Top Performer group who achieved goals perceived to be easy.
Win rate on proposed sales	Greater than 50%	High win rates on proposed sales make for an efficient and cost-effective sales force. More wins over fewer sellers drives greater profit and lower cost of selling.
Achieved premium pricing in line with value provided	Strongly / agree	We didn't want to include sellers in the Top Performer group who discounted their way to success or won based on low prices.

Who Are the Top Performers?

Interestingly, sellers and sales managers largely agree on what Top-Performing Sellers do and what most separates Top Performers from The Rest.

We used the most significant findings in our data to organize the Top-Performing Seller model (see page 11), and we share details on our findings throughout the report.

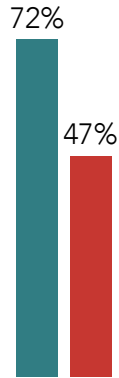
Organizations want sellers and sales teams that meet goals in the face of challenging conditions with high win rates on opportunities and strong pricing. We now know what Top-Performing Sellers do to achieve this, as well as how sales managers and organizations inspire and support teams to succeed.



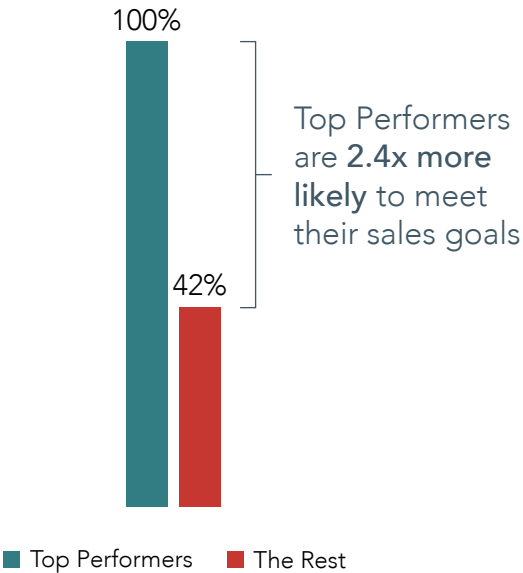
Who Are the Top Performers?

Based on the definitions shared previously, Top Performers achieve superior sales results compared to The Rest.

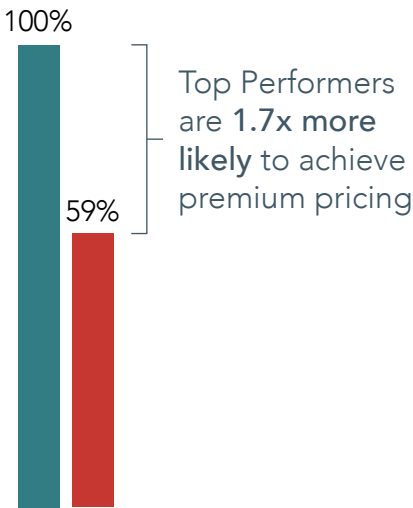
AVERAGE PROPOSAL WIN RATE



MET SALES GOALS
% RESPONDENTS



PREMIUM PRICING ACHIEVED
% RESPONDENTS



The Top-Performing Seller Model

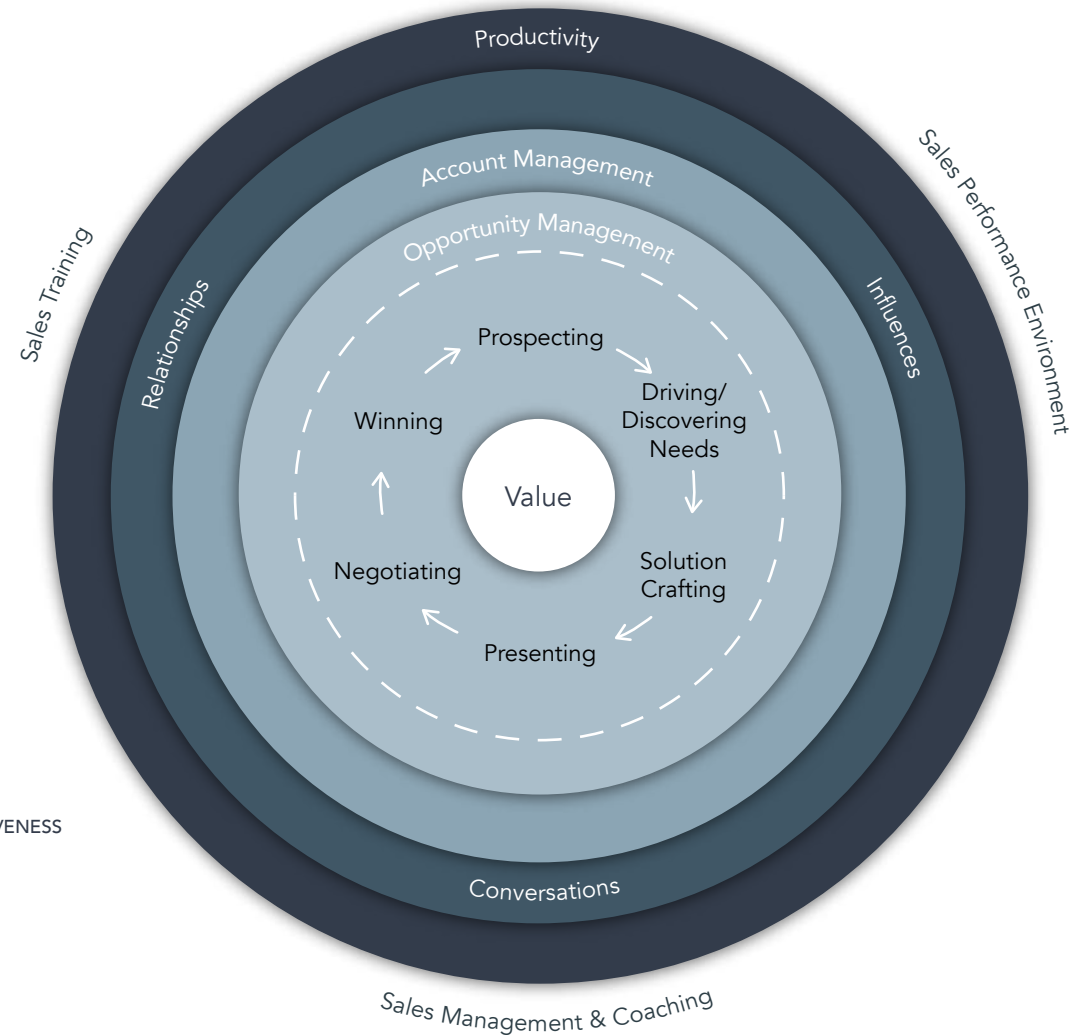
The purpose of this research was to answer the questions:

1. What capabilities and behaviors most separate Top-Performing Sellers from other sellers?
2. What other factors at an organization must be in place to allow sellers with these capabilities to achieve the most success?

From the data emerged both the answers to these questions and the Top-Performing SellerSM model.

- MAXIMIZING PERSONAL EFFECTIVENESS
- SUCCEEDING WITH PEOPLE
- DRIVING ACCOUNT GROWTH
- WINNING THE SALE
- ACHIEVING THE OUTCOME

THE TOP-PERFORMING SELLERSM



The Top-Performing Seller Model

Top Performers are statistically significantly more capable in the following critical categories of selling:

Category of Value	Description	Example Supporting Data
Achieving the Outcome of Value	Top Performers focus on, create, and communicate value more strongly to buyers.	Top Performers are: <ul style="list-style-type: none"> ■ 63% more likely to excel at making and communicating strong ROI and financial cases for buyers ■ 60% more likely to excel at presenting overall value cases persuasively
Winning the Sale	<p>Top Performers have stronger skills in key areas throughout the sales cycle, including: prospecting, driving and discovering needs, solution crafting, presenting, negotiating, and winning the sale.</p> <p>Top Performers navigate the sales process itself, and manage their sales opportunities, more strategically and successfully.</p>	Top Performers are: <ul style="list-style-type: none"> ■ 81% more likely to excel at overcoming price pressure and maintaining deal margins ■ 65% more likely to excel at leading highly effective proposal and finalist presentations ■ 58% more likely to excel at leading thorough needs discoveries ■ 57% more likely to excel at influencing buyer thinking about the solutions they need ■ 48% more likely to excel at developing strong action plans to win their most important sales
Driving Account Growth	Top Performers proactively drive and plan for account growth, develop stronger relationships with accounts, and successfully collaborate to co-create value.	Top Performers are: <ul style="list-style-type: none"> ■ 91% more likely to excel at developing enterprise-level relationships ■ 65% more likely to implement account growth plans rigorously ■ 60% more likely to explore and identify compelling untapped value ■ 47% more likely to proactively lead process to grow accounts
Succeeding with People	Top Performers have better sales conversation skills, better relationship development skills, and are more influential.	Top Performers are: <ul style="list-style-type: none"> ■ 88% more likely to excel at inspiring buyers to reach out to them for advice and ideas ■ 63% more likely to excel at building strong, long-term relationships with buyers ■ 59% more likely to excel at collaborating deeply with buyers throughout the buying process
Maximizing Personal Effectiveness	Top Performers exhibit key productivity and time-management behaviors and are thus overall more productive.	Top Performers are: <ul style="list-style-type: none"> ■ 73% more likely to maintain focus on their agenda and not get derailed by others ■ 62% more likely to maximize time spent on activities that drive the best results ■ 46% more likely to hold themselves accountable for their commitments

The Top-Performing Seller Model

Outside the circle in the Top-Performing SellerSM model are three categories that impact sales performance but that sellers themselves do not control. These are:

- Sales Management and Coaching
- Sales Training
- Sales Performance Environment

In this research, we studied the entirety of the Top-Performing Seller model, as well as sales management and coaching and sales training.

Commentary on Sales Performance Environment is drawn from previous RAIN Group Center for Sales Research studies, such as *The Top-Performing Sales Organization* and *The Benchmark Report on Top Performance in Strategic Account Management*.^{1 2}

Throughout this report, we share research and commentary for each area.

¹ RAIN Group Center for Sales Research, *The Top-Performing Sales Organization Benchmark Report*.

² RAIN Group Center for Sales Research, *The Benchmark Report on Top Performance in Strategic Account Management*.



Achieving the Outcome: Value

Sellers are often told to focus on value when selling, but many sellers and sales managers don't truly understand what value is.

At RAIN Group, we define value as the collection of reasons a buyer buys from you, and we view it through the buyer's lens.

One of the most striking findings from our *What Sales Winners Do Differently* research was that only **one factor of the 42 we studied** met the following criteria:³

1. It was something more sales winners did at a high frequency overall.
2. It was something sales winners did most differently than second-place finishers.
3. It was something buyers reported second-place finishers should change.
4. It drove buyer satisfaction with the buying process.
5. It drove buyer likelihood to buy again.
6. It drove buyer likelihood to refer the seller to their colleagues and peers.

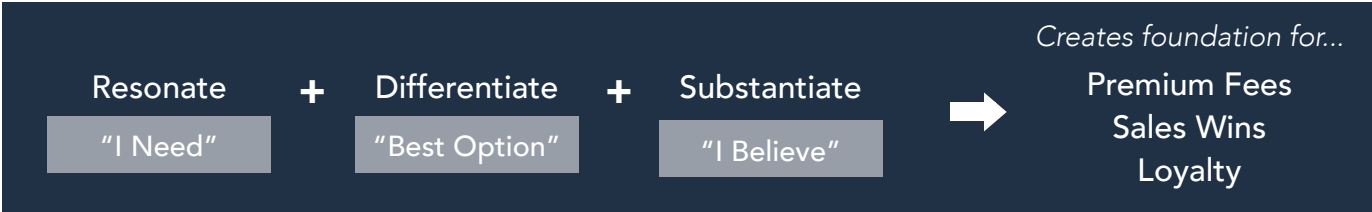
That one factor was: **overall value from the company is superior to other options.**

In this research, we focused on uncovering the seller capabilities that lead to the outcome of delivering maximum value in the eyes of the buyer. The data shows irrefutably that Top-Performing Sellers have significantly stronger skills to drive both the perception—and reality—that the value of buying from them is higher than buying from others.

On the next page, we share Top Performer highlights following the [RAIN Group Value Proposition framework](#) of Resonate | Differentiate | Substantiate.

³ RAIN Group Center for Sales Research, *What Sales Winners Do Differently*.

Achieving the Outcome: Value



Top Performers are more likely than The Rest to...

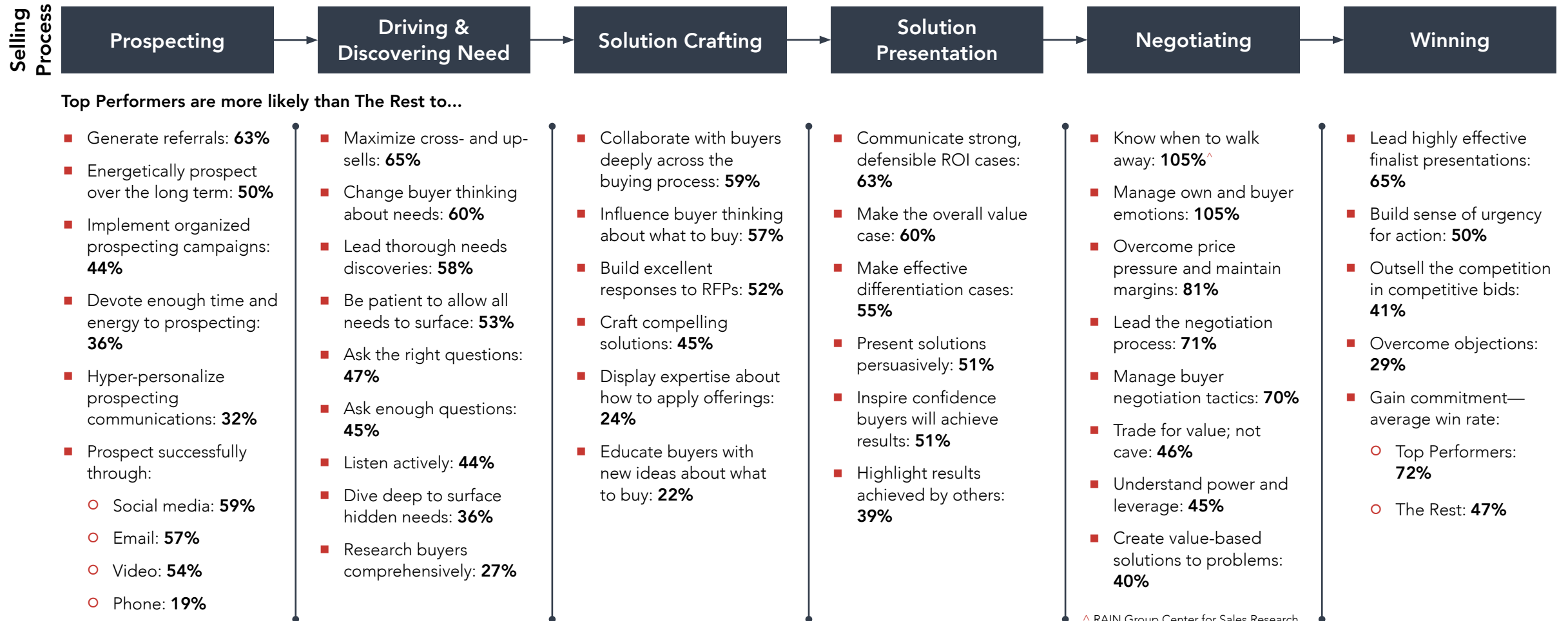
Resonate	Differentiate	Substantiate
<ul style="list-style-type: none">■ Make and communicate strong ROI and financial cases for buyers: 63%■ Present overall value cases compellingly and persuasively: 60%■ Build a sense of urgency for buyers to take action: 50%	<ul style="list-style-type: none">■ Make the differentiation case for our offerings compellingly: 55%■ Make the case that we're the best choice versus our competitors or other alternatives: 33%	<ul style="list-style-type: none">■ Inspire confidence in buyers that they'll achieve desired results (and not fail should they buy from us): 51%■ Know and strongly highlight the results we've achieved for others: 39%

Takeaway: Top-Performing Sellers understand and make the value case more strongly.



Winning the Sale

It's not surprising Top-Performing Sellers have specific, tactical skills they employ across the sales cycle. What is surprising is the strength and breadth of their capabilities.



[^] RAIN Group Center for Sales Research, Top Performance in Sales Negotiation.

Winning the Sale

In our research, we found that most sellers had to drive and discover need, craft solutions, present, and win. Many sellers had to prospect (but some didn't), and many had to negotiate (but some didn't or weren't allowed to). In any case, the skills in this section represent the capabilities where Top-Performing Sellers are more likely to excel.

Takeaway: It's not any one capability that distinguishes the best sellers, it's the mix of capabilities. Top-Performing Sellers have stronger capabilities across the sale cycle.



Winning the Sale

Along with performing successfully in each stage of the sales process, sellers must also **manage their opportunities**—especially their most important opportunities—in deliberate ways to maximize their win rate.

Eleven specific areas stood out as statistically significantly different between Top Performers and The Rest.

Most sellers have felt the frustration of having a buyer who should have bought from them buy from another, often inferior, option.

Often this is because the other seller simply out-planned, out-maneuvered, and outsold them. Sellers who deftly and skillfully manage the sales opportunity both win more sales overall and win more competitive bids.

Takeaway: Top-Performing Sellers more skillfully and deliberately manage their sales opportunities, winning them at significantly higher rates.

Top Performers are **29% to 65% more likely** to have opportunity management skills than The Rest.

OPPORTUNITY MANAGEMENT

TOP PERFORMERS ARE MORE LIKELY THAN THE REST TO...



Top Performers Have Higher Win Rates

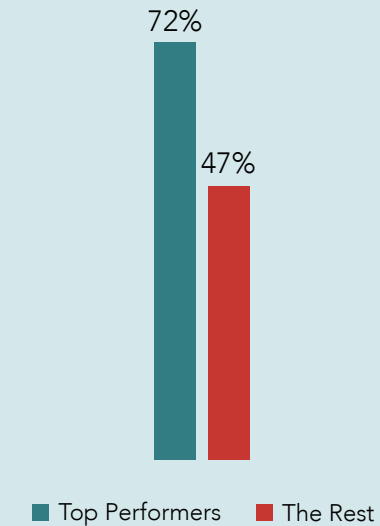
In the capabilities listed on page 16, you'll note the words "gains commitment" under "Winning." We measured gaining commitment as the average win rate sellers achieve on proposed or quoted sales.

The average proposal win rate for Top Performers is 72%. For The Rest, it's 47%.

When sellers have higher win rates, revenue per seller tends to be higher, a common measure sales leadership uses to gauge the success of their sales organization.

Indeed, Top Performers have dramatically higher win rates than The Rest. It pays to be a Top Performer and to have Top Performers in your sales organization.

AVERAGE PROPOSAL WIN RATE



Driving Account Growth: Account Management

While not all sellers manage accounts, for those who do, Top Performers have much stronger skills than The Rest.

It's universally agreed that selling to existing, satisfied customers is much easier than to potential new customers. Company leaders often tell us that there's significant untapped value and growth within existing accounts. They lament that sellers don't surface the untapped need, and don't engage existing customers nearly enough to expand the business the company does with them.

Look at the list on the right. It's not difficult to imagine that sellers who are better at proactively leading the account growth process, developing enterprise-level relationships, identifying where they can drive additional value, and then building compelling account plans and executing them are much more effective than those who don't.

Takeaway: Top Performers are more proactive and skilled at driving account growth.

Top Performers are **33% to 120% more likely** to have account management skills than The Rest.

ACCOUNT MANAGEMENT

TOP PERFORMERS ARE MORE LIKELY THAN THE REST TO...



^ RAIN Group Center for Sales Research, *Top-Performance in Strategic Account Management*.

Succeeding with People: Relationships, Conversations, and Influence

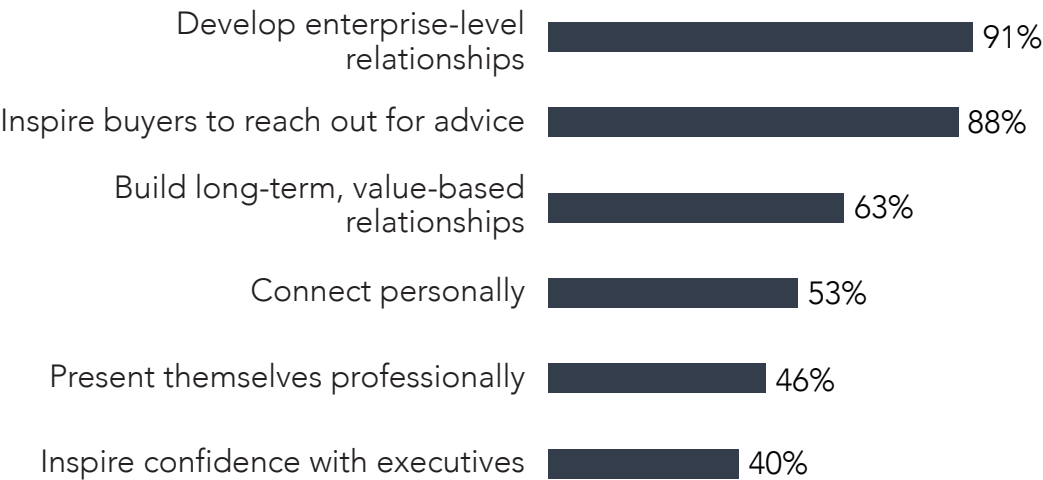
Think of a seller you know who has key relationships with influential executives and referral sources, regularly has rich and deep conversations with their key relationships, and gets people to take actions and pursue priorities that are most helpful to them.

These sellers are great with people.

Both during the selling process and, often for the most successful sellers, outside of the sales process, Top-Performing Sellers are more successful and influential when interacting with key people.

RELATIONSHIPS

TOP PERFORMERS ARE MORE LIKELY THAN THE REST TO...



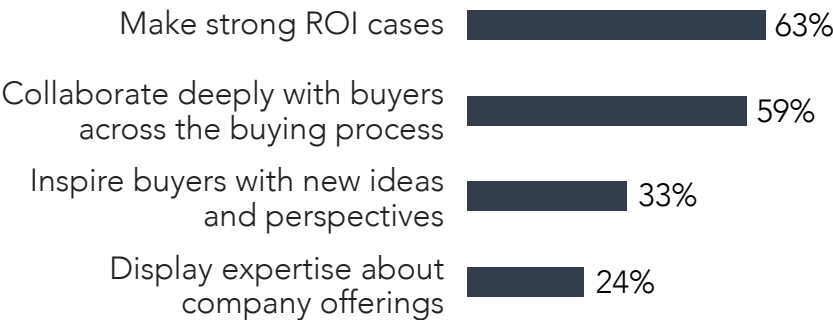
CONVERSATIONS

TOP PERFORMERS ARE MORE LIKELY THAN THE REST TO...



INFLUENCE

TOP PERFORMERS ARE MORE LIKELY THAN THE REST TO...



Succeeding with People: Relationships, Conversations, and Influence

The data on the previous page shows the percent Top Performers are more likely than The Rest to have a strong capability in this area.

Note that these areas are not mutually exclusive. For example, sellers who build long-term, value-based relationships, and who develop enterprise-level relationships, are likely to be influential. Sellers who tell good stories, listen actively (see Driving & Discovering Need on page 16), collaborate deeply with buyers, and lead sales conversations effectively are likely to develop strong relationships.

For the purposes of clearly communicating the results of this research, we chunked the capabilities and placed them under specific labels. However, when sellers demonstrate many of these capabilities, they can be helpful across a variety of areas.

Takeaway: Top Performers are more effective with people compared to The Rest.



Maximizing Personal Effectiveness: Productivity

Perhaps the most surprising finding of our research is the correlation between sellers’ productivity behaviors and habits and their likelihood to be Top-Performing Sellers.

In research conducted on the impact of productivity on work performance for the book *Not Today: The 9 Habits of Extreme Productivity*, we studied a number of factors that have been proven to underpin productivity and top performance at work overall.⁴

This research on productivity not only holds true for sellers, but also stands out as exceptionally important.

Notably, in an analysis of the behaviors and skills of sales managers, of the 15 major areas studied, the #1 factor most separating Top-Performing Sales Managers from other managers is *motivating sellers for high productivity and performance*.⁵

The topic of sales productivity is popular among sales enablement and sales leadership. The conversation often focuses on technologies that can help sellers work faster and spend less time on non-selling activities, but it often *doesn’t* focus on how sellers work, day in and day out, to produce the best results.

It should.

Takeaway: Top Performers have much stronger productivity behaviors and habits than The Rest.



⁴ Erica Schultz and Mike Schultz, *Not Today: The 9 Habits of Extreme Productivity* (Matt Holt Books, 2021).

⁵ RAIN Group Center for Sales Research, *The Top-Performing Sales Manager Benchmark Report*.

Advanced Consultative Selling Skills and Top Performance

Some consultative selling capabilities are commonly known as fundamental to sales success, including leading thorough needs discoveries, active listening, and crafting strong solutions. We also now know that Top-Performing Sellers are stronger in these core capability areas.

But what about advanced selling skills? What correlation do they have with top performance?

We studied nine capability areas commonly associated with more advanced sellers to see if these capabilities do, in fact, correlate to higher performance.

They do.

Sellers who excel with the following nine capabilities are almost twice as likely (94%) to be Top Performers:

1. Inspiring confidence and succeeding with executive-level buyers
2. Inspiring buyers to reach out to me for ideas and advice
3. Influencing buyer thinking about the solutions they need
4. Educating buyers with new ideas and perspectives about what they should do or buy
5. Making and communicating strong ROI and financial cases for buyers
6. Finding and capitalizing on maximum cross-selling and up-selling opportunities
7. Collaborating deeply with buyers throughout the buying process
8. Developing buyer champions to advocate for us to help us win the sale
9. Leading highly effective proposal and finalist presentations

Takeaway: Developing advanced selling skills pays dividends in sales results.

LIKELIHOOD OF TOP PERFORMANCE INCREASES WITH
ADVANCED CONSULTATIVE SELLING SKILLS



Sales Manager Influence on Top Performance

Sales Management is one of the three key external influences on top sales performance.

But how influential is having an effective sales manager on top performance?

Very.

Top-Performing Sellers are almost twice as likely to say their sales managers are effective in supporting their ability to achieve top performance.

The Top-Performing Sales Manager

If you'd like to read more about what defines Top-Performing Sales Managers, download a copy of [*The Top-Performing Sales Manager Benchmark Report*](#).

SALES MANAGER EFFECTIVENESS ACCORDING TO SELLERS

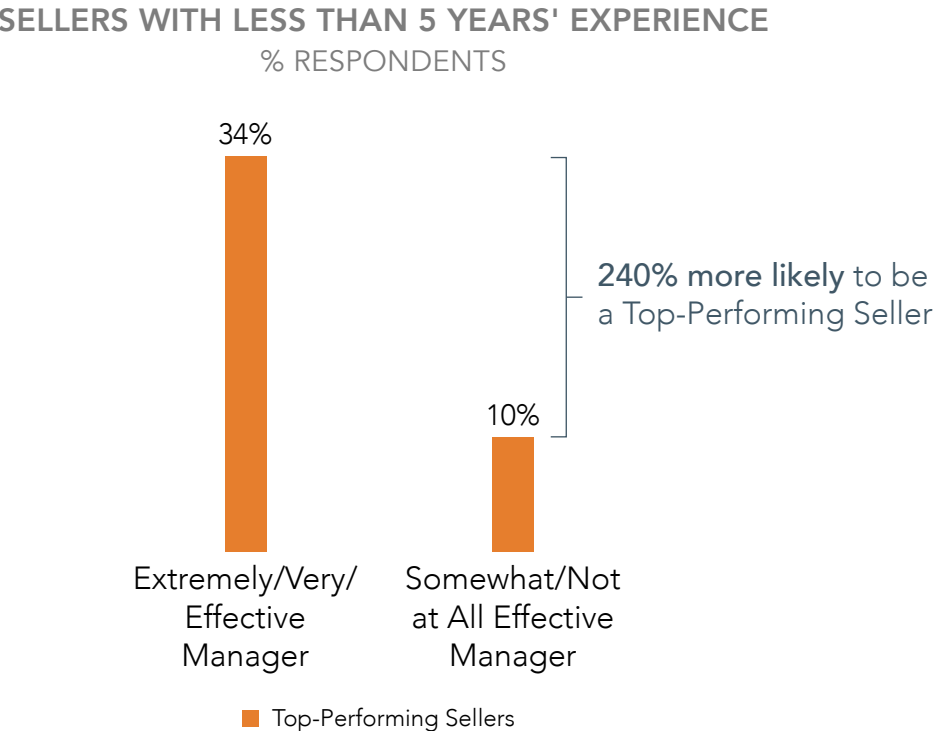
% RESPONDENTS



Sales Manager Influence on Top Performance

The impact of Top-Performing Sales Managers on sales performance cannot be overstated.

And the impact of having effective sales managers is much more pronounced if the organization has sellers with less than five years of experience. These less-experienced sellers are 240% more likely to be Top Performers when they have an effective manager.



Takeaway: Effective sales management is critical for driving top sales performance.



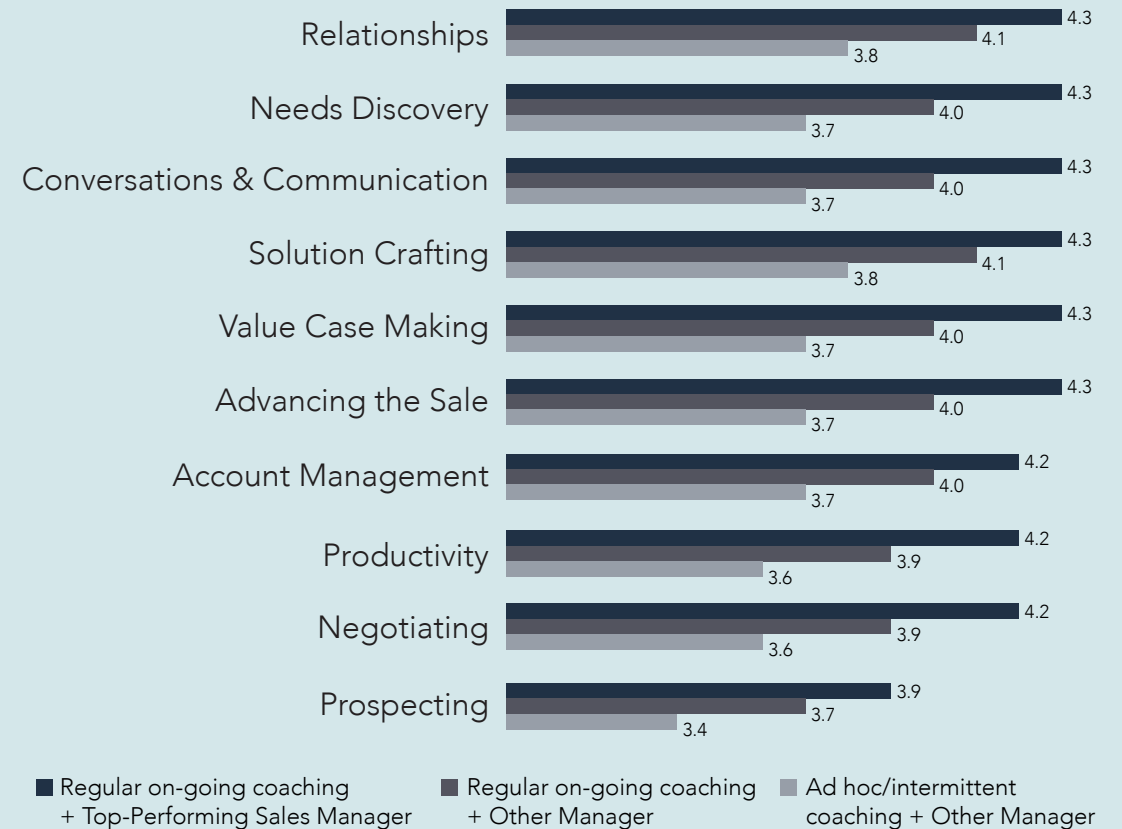
Impact of Top-Performing Sales Managers on Sellers' Skills

When we analyzed the differences between sellers who receive ad hoc or intermittent coaching versus a regular, ongoing schedule of coaching, we found:

- A regular, ongoing schedule or rhythm of coaching sessions is positively correlated with higher seller skill ratings in all categories studied.
- Seller skill ratings are even higher when coaching is delivered by a Top-Performing Sales Manager.

Takeaway: Sellers are more likely to have better skills with a regular schedule of ongoing coaching. And if they're coached by a Top-Performing Sales Manager, they're more likely to have even better skills.

SELLERS HAVE HIGHER AVERAGE SKILL RATINGS WITH REGULAR SCHEDULE OF COACHING ACCORDING TO MANAGERS (5-POINT SCALE)



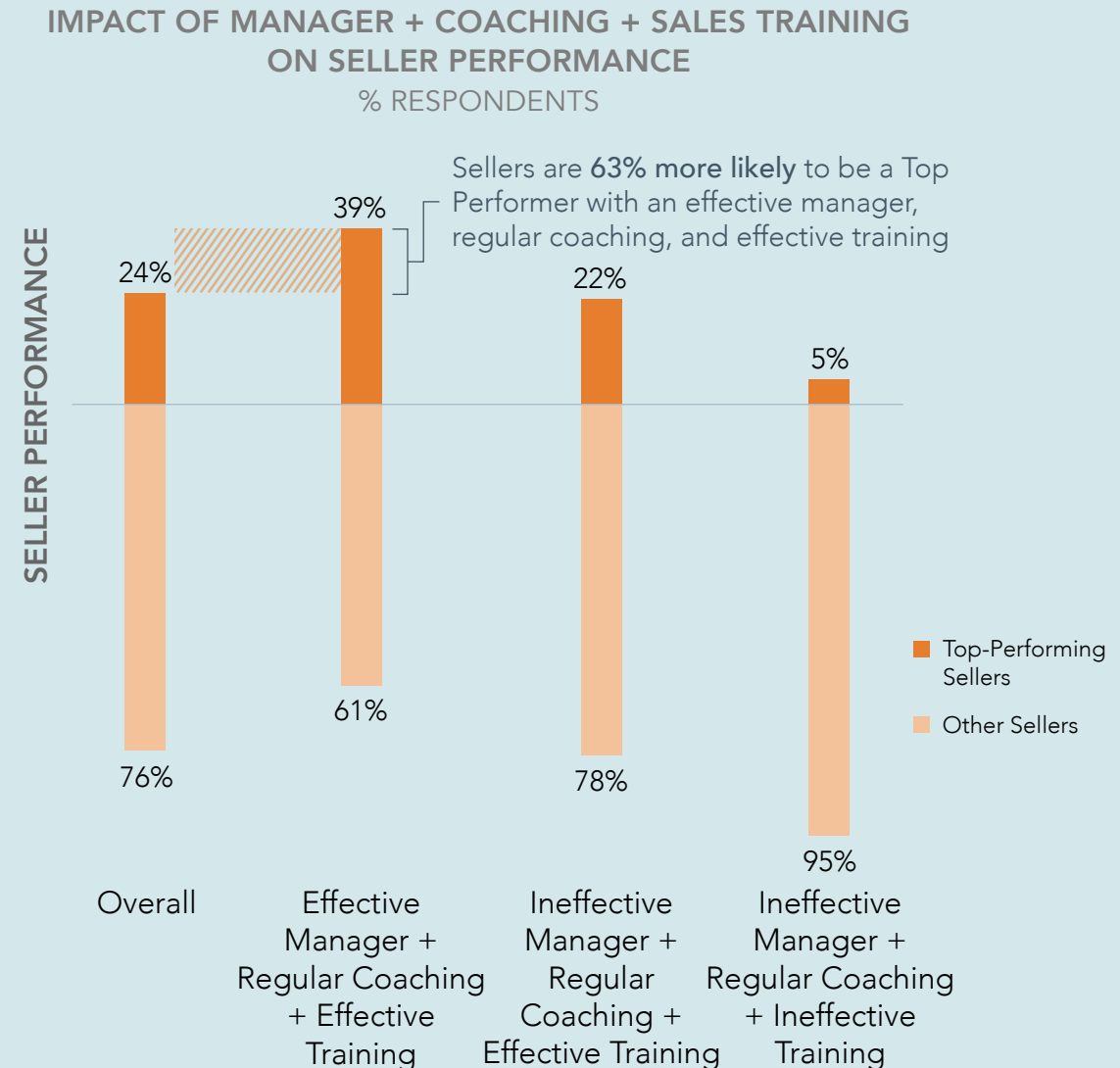
Effective Manager + Regular Coaching + Effective Sales Training Significantly Increases Likelihood of Seller Top Performance

What role do factors outside sellers' control have on seller performance? To find out, we analyzed the relationship between top performance and a combination of three factors: sales manager effectiveness, sales training effectiveness, and regular schedule of coaching.

Here's what we learned:

- **The combination of all three is exceptionally powerful.** Sellers with an effective manager, regular coaching, and effective sales training are 1.6x more likely to be Top Performers (39%) compared to sellers overall (24%). This shows the impact these three areas can have on seller performance.
- **Effective training is a linchpin.** When sales training is effective but the manager isn't, Top Performer likelihood drops somewhat but is supported by effective training. In other words, sellers can be successful with strong training despite their managers.
- **Low manager effectiveness plus ineffective training is a death knell.** Performance drops way off when both the manager and the training are ineffective. Even when the manager coaches regularly, if the seller perceives their manager to be ineffective, the seller is unlikely to take the manager's advice. Given that situation, there's a case to be made that the seller *shouldn't* take their manager's advice. And if sellers' training is ineffective, they won't have the skills to compensate for their lack of an effective sales manager.

Takeaway: Sellers are more likely to be Top Performers with the combination of an effective manager, regular coaching, and effective training.



Sales Training: The More Effective the Training, the Stronger Sellers' Capabilities and Performance

Top-Performing Sellers get better training and have stronger skills than other sellers.

We also analyzed whether the effectiveness of sales training correlates to stronger selling skills.

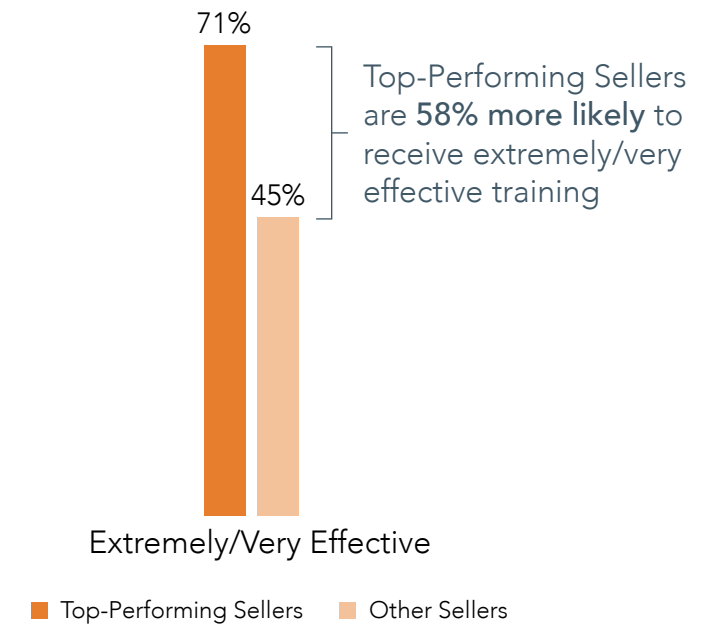
It does.

Across all categories of skills analyzed, sellers who receive extremely/very effective training have stronger selling skills. See a sampling on the next page.

Takeaway: Highly effective sales training correlates with stronger skills. Top-Performing Sellers prove the point.

SALES TRAINING EFFECTIVENESS

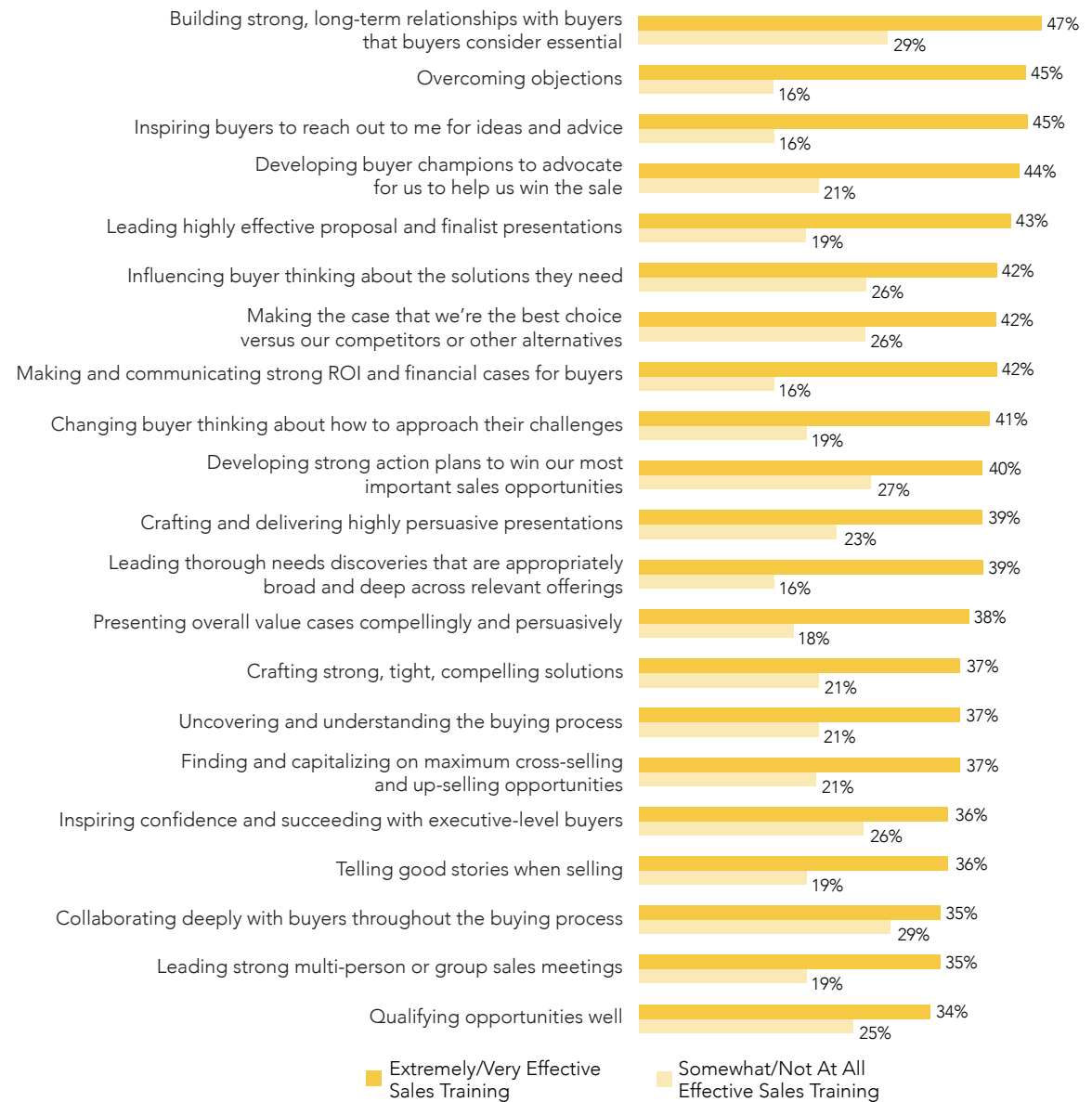
% RESPONDENTS





SELLER SKILLS BY TRAINING EFFECTIVENESS

% STRONGLY AGREE THEY EXCEL AT...



A Roadmap to Top Performance for Sellers

As noted in the introduction, our goal with this research was two-fold:

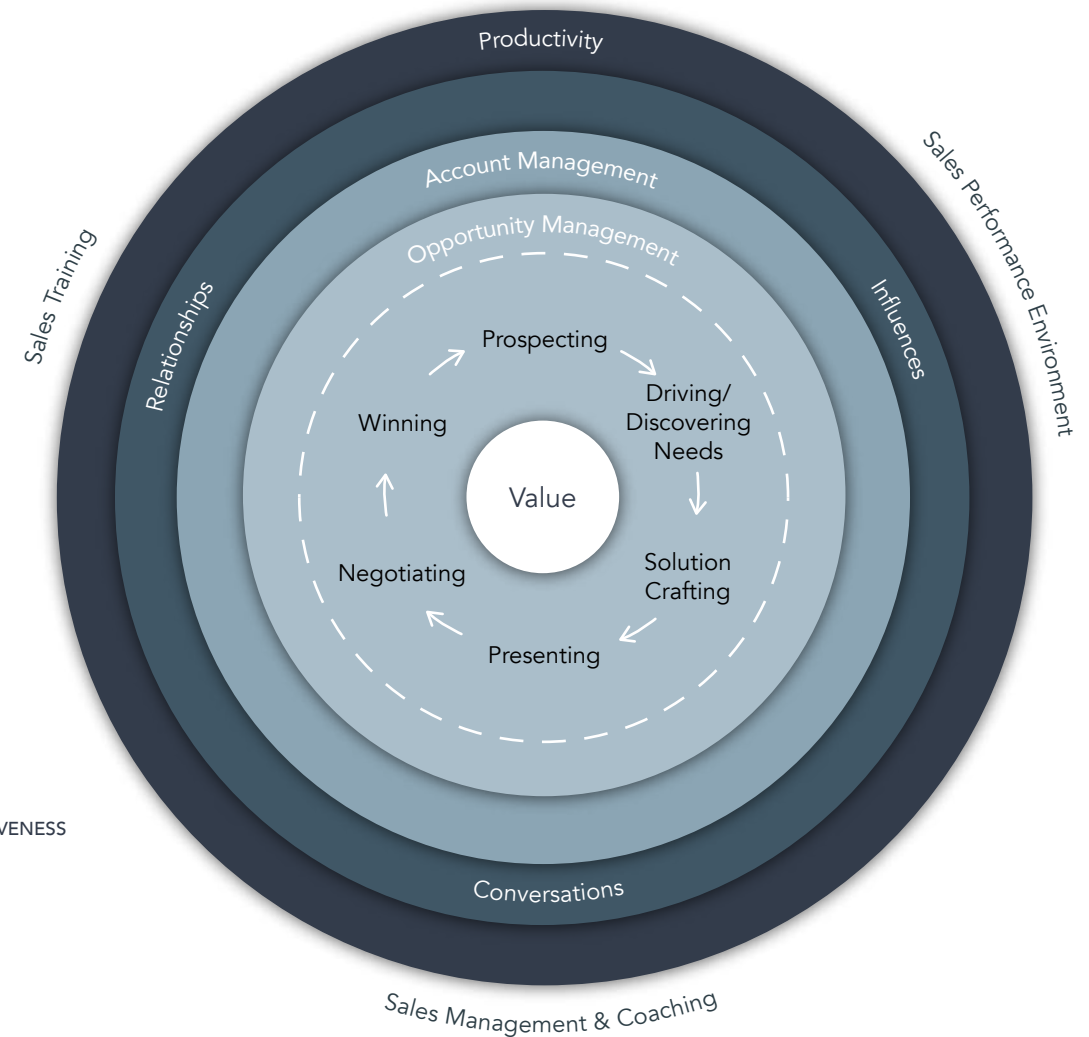
1. Find out what Top-Performing Sellers do differently and better than other sellers
2. Learn what organizations do to inspire the best performance from their teams

As a result, we've been able to identify the capabilities that define Top-Performing Sellers and pinpoint the keys to unleashing top sales performance at your organization.

If you want your sellers to become top performers, use the Top-Performing SellerSM model as your guide.

- MAXIMIZING PERSONAL EFFECTIVENESS
- SUCCEEDING WITH PEOPLE
- DRIVING ACCOUNT GROWTH
- WINNING THE SALE
- ACHIEVING THE OUTCOME

THE TOP-PERFORMING SELLERSM



Research Methodology and Demographics

The data shared in this report was collected in our Skills and Behaviors of Top-Performing Sellers and Top-Performing Sales Managers research. The RAIN Group Center for Sales Research conducted this global study to better understand what it takes to be a of Top-Performing Seller or Top-Performing Sales Manager.

Data was collected from 1,004 respondents (380 sellers and 624 sales managers) and via online survey in late 2021 and analyzed in 2022. Respondents were invited to participate via online links sent by the RAIN Group Center for Sales Research, as well as by partners.

Data was analyzed through multiple lenses, including what top-performing sellers do differently than other sellers, which skills and behaviors are correlated with top performance, and which external factors impact seller performance.

OVERALL RESEARCH DEMOGRAPHICS

Role	% of Total	Geography	% of Total
Sellers	38%	Americas	54%
Sales Managers	29%	EMEA	29%
Sales Managers Who Also Sell	33%	Asia-Pacific	16%
Industry	% of Total	Number of Sellers	% of Total
Business and Professional Services	25%	Less than 100	38%
Technology	26%	100 to 999	33%
Pharmaceuticals/ Biotech/Medical Devices	23%	1,000+	29%
Other	26%	Gross Annual Sales	% of Total
		Less than \$10 Million	34%
		10 Million to \$250 Million	35%
		More than \$250 Million	32%

TOP PERFORMER DEMOGRAPHICS

Industry	% of Total
Top Performers are distributed similarly across industry groups.	
Business and Professional Services	26%
Technology	27%
Pharmaceuticals/Biotech/Medical Devices	26%
Other Industries	21%
Geography	% of Total
Top Performers are distributed across geographies.	
Americas	46%
EMEA	28%
Asia-Pacific	26%
Number of Sellers	
Top Performers are less likely to be found in organizations with fewer than 100 sellers, but not dramatically so. This makes sense as smaller organizations are less likely to have the full landscape of resources, such as sales enablement, to support teams and training.	

Training Top-Performing Sellers

As we shared in this report, Top-Performing Sellers are significantly more capable across the sales cycle, and are also more capable of creating and communicating value for buyers.

With over 70 portable, modular blocks of learning, RAIN Group helps organizations like yours train sellers to top performance.

Whether you have a geographically distributed team, multi-language needs, or a complex sales process, we work with you to design a custom solution that drives results.

Areas of focus include:

- Foundations of Consultative Selling
- Advanced Consultative Selling
- Virtual Selling
- Strategic/Key Account Management
- Winning Major Sales
- Sales Prospecting
- Sales Negotiation
- Sales Management
- 9 Habits of Extreme Productivity
- Sales Coaching

[Click here to request a complimentary consultation](#) —————>



RAIN Group Delivers World-Class Sales Training

- Modular, multi-modal, and purpose-built for the **modern learner**.
- Unique approach to driving **behavior change** through training we call Execution Assurance.
- Focused on driving the **business results** important to you.
- A **transformational experience** that ensures the development, adoption, and implementation of new skills.
- Action-oriented **coaching** prepares sellers for real situations and provides direct feedback.

About RAIN Group

Drive Transformational Change through Award-Winning Sales Training

We help organizations:

- Enhance sales capability with award-winning sales training
- Design and execute strategic account management initiatives
- Increase effectiveness of sales management and coaching

Best IP: We study buying and selling relentlessly through the RAIN Group Center for Sales Research. Our research and field work allows us to create industry-leading intellectual property to help our clients achieve the greatest success.

Best Education System: We use the best education approaches, methods, and technologies to make training work, stick, and transfer to the job.

Best Results: We make it our mission to drive value and achieve the highest client satisfaction through excellence in quality and producing transformational results for our clients.



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