

# Winning Major Sales

*How to Maximize Value, Differentiate, and Win the Complex Sale*



## Program Overview

Sellers who can build and execute a strategy to win sales opportunities of all sizes—from the everyday to the most important—consistently win more sales.

In Winning Major Sales, sellers learn the process and science behind “Win Labbing” their sales opportunities. Sellers leave the program with a comprehensive, systematic, and repeatable process proven to create sales strategies that win.

## Learning Objectives

In Winning Major Sales, participants will learn how to:

- Lead the Win Lab process and build strategies to win the most important sales opportunities consistently
- Sell a persuasive vision by answering the four value questions
- Succeed with multiple decision makers and satisfy their decision criteria
- Create urgency to move forward, and to move forward with you
- Respond to and overcome common objections
- Identify the best opportunities, and use the necessary resources to win them
- Create action plans to capture opportunities of various priority levels
- Differentiate your organization and offerings
- Focus on winning based on value, not price
- Maximize motivation, energy, and execution for winning their most important sales

In leveraging the Win Lab process, your team will learn how to move opportunities through the pipeline systematically, and ultimately win more sales.

## Program Approach

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

**Customization:** We build simulations and tools, focus content, and tailor program agendas to make training relevant and specific to your team.

**Tools:** We provide easy-to-use tools and frameworks so concepts in the course transfer to on-the-job performance.

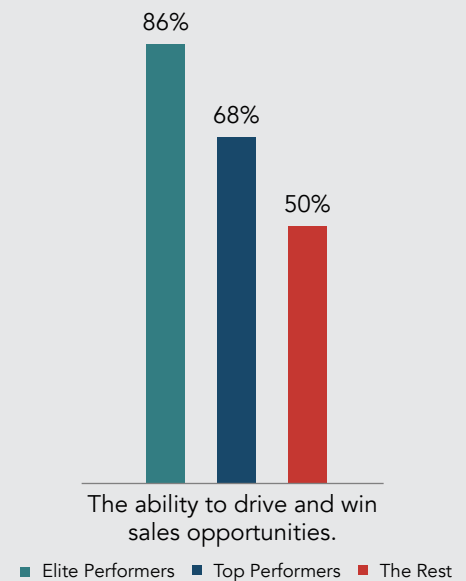
**Action Learning:** We analyze real opportunities from your pipeline and use the Win Lab process to increase win rates.

**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 Mail<sup>SM</sup> 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.

## Driving and Winning Sales

**Opportunities Is the #1 Skill of Sellers at Top-Performing Sales Organizations**



## Winning Major Sales Tools

**Sales Opportunity Planner<sup>SM</sup>:** An easy-to-use tool to create a rigorous opportunity plan to win sales of all sizes.

**Winning Major Sales Quick Reference Guide:** An overview of the key program concepts.

**Buyer Change Blueprint:** A customer-focused summary to answer the four value questions: Why Act? Why Now? Why Us? Why Trust?

**Win Lab Guide:** A comprehensive overview of the Win Lab process and a planning checklist to use when Win Labbing.

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## Top 10 Benefits of Winning Major Sales

1. Increase revenue, increase competitive win ratios, and lose fewer sales to no decision
2. Implement a systematic, proven approach to pursuing and winning opportunities
3. Help sellers think like, and understand, your buyers
4. Drive buyers to act with urgency, and to buy from you
5. Maximize success of team selling
6. Win sales at higher margins by focusing on maximizing value
7. Succeed with multiple decision makers and a variety of buying processes
8. Drive the change across your team to ensure opportunity planning happens
9. Handle objections by anticipating and preparing for them in advance
10. Focus sellers on pursuing and winning the highest-value opportunities

## Delivery Options

- Tailored on-site, instructor-led programs
- 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

- Online lessons are 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

Along with our world-class approach to sales opportunity management, major differentiators of RAIN Group are our flexibility and customization. For Winning Major Sales, we often work with our clients in the following ways:

- Sales process development and improvement
- Messaging grid development to aid needs discovery
- Custom Objections Management Grid
- Impact modeling and custom content flow
- Win Lab Checklist with common "Plays" and "Big Plays"
- Custom in-class and online simulations, and RAIN Mail<sup>SM</sup> scenario emails
- Complete onboarding and reinforcement customization
- Delivery as a sales bootcamp combined with RAIN Selling

## Winning Major Sales Reinforcement

**RAIN Mail<sup>SM</sup>:** 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 sale 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

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## Topics Covered

This program introduces your team to RAIN Group's Sales Opportunity Planner<sup>SM</sup>, and teaches them the proven process of "Win Labbing" your sales opportunities. While program content, agendas, and the planner itself can be customized for your company, topics typically include:

### Building an Opportunity Plan

- How to use the Sales Opportunity Planner<sup>SM</sup> to maximize wins—from everyday sales to big deals
- The 4 Whys of winning opportunities
- Developing a comprehensive action plan with "Plays" and "Big Plays" to maximize win probability
- Honing opportunity strategies and plans for maximum effectiveness
- Anticipating and preparing recovery strategies for objections and challenges

### Understanding the Buying Landscape

- Process
  - Understanding how the buying and selling processes work
  - Discovering the buying process of any organization
  - Adapting your selling process to facilitate the sale
- People
  - The five buying roles that are played in every sale
  - Uncovering each stakeholders' buying criteria
  - How to measure and increase your relationship strength

### Mastering the Value Case

- Crafting the most compelling sales messaging unique to each buyer and their decision criteria
- Two core strategies to resonate with buyers and maximize their desire to buy
- How to leverage the power of the New Reality and communicate your value message
- Creating a powerful Opportunity Mission Statement and rallying cry
- How to use value stacking and other strategies to keep the focus on value, not price

### Developing an Action Plan for the Win

- How to lead the Win Lab process
- Selecting the proper "pursuit intensity" for opportunities of different sizes and attractiveness
- The two types of demand dynamics, and how to select the right win strategy for each
- Identifying areas of leverage you have to increase your win probability
- Minimizing perceived weaknesses
- How to win against aggressive competition

### Executing Winning Major Sales

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