

## Program Overview

Most professionals—consultants, engineers, lawyers, accountants, technologists, and other professional service providers—don't enter their careers thinking they will eventually find themselves in a business development role.

But the reality is that to grow your professional services business, all of the firm's partners and professionals must be involved in, and successful with, business development. For professionals who were never taught how to sell, this is a daunting task.

We'll introduce your team to the business development strategies and skills that make for successful rainmaking. This program is designed to help the professionals in your firm become the savvy business developers they must be to achieve selling and career success.

## Learning Objectives

We'll introduce your team to the RAIN Selling<sup>SM</sup> methodology and teach them how to:

- + Sell ideas and insights that influence the buyer's agenda and inspire action
- + Lead masterful sales conversations from the first introduction to winning the client to expanding the account
- + Ask the right questions to uncover the full set of client needs and desires
- + Balance service delivery and business development time
- + Keep the front end of the pipeline full while maintaining a practice of active clients
- + Speed up the sales cycle and get your project to the top of the to-do list
- + Set goals and build a personal business development plan to achieve them

## Program Approach

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

**Business Development Assessment:** We evaluate professionals to identify attributes that can help or hinder business development 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.

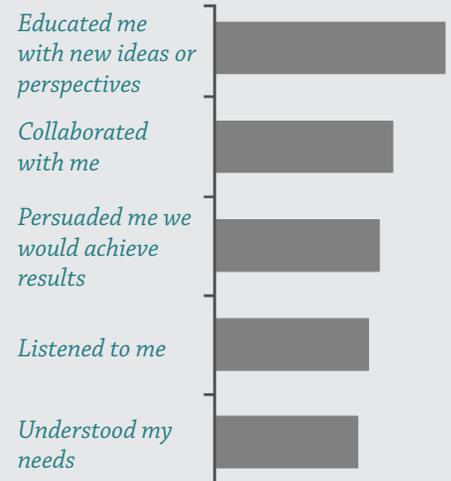
**Action Learning:** Role-play exercises and custom case studies allow your team to practice new skills based on scenarios relevant to your firm.

**RAIN Selling Simulation:** Your team will play our interactive simulation where they compete to win the most sales using the strategies learned in the classroom.

**Reinforcement:** We work with your team on an ongoing basis using both live and online formats to reinforce concepts learned. We also provide business development coaching, including preparation and support for specific sales opportunities.

## 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:**



## Program Tools

**RAIN Selling on a Page:** A core visual tool covering the key concepts taught in the program.

**RAIN Buying and Selling Process Sheet:** A practical tool that identifies the main buying and selling stages and what professionals need to do in each.

**Buyer Persona Reference Sheet:** An overview of the 8 Buyer Personas, how to identify them, and tips for selling to each.

**Opportunity Planning Guide:** A job aid to help prepare for business development calls and build action plans to win individual opportunities.

## Top 10 Benefits of How to Sell Professional Services

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 client needs
4. Differentiate from the competition based on seller skill and added value
5. Understand and position your firm's 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 services
8. Understand buyers and buying, including how to sell to 8 different buyer personas
9. Develop more professionals into rainmakers
10. Maximize cross-selling and up-selling opportunities

## Delivery Options

- + Tailored on-site, instructor-led programs
- + Train-the-Trainer, Licensing
- + Blended learning: Online and on-site, instructor-led curriculum
- + Online learning programs: Selling Consulting Services, Selling AEC Services, and RAIN Selling Online

## Technology Integration

- + Online lessons are SCORM compliant and can be hosted on your internal LMS or by RAIN Group.
- + The complete RAIN Selling system for opportunity and account management can be customized and integrated into leading CRM systems.

## How to Sell Professional Services Reinforcement

**Email:** Business development content reminders, tips, and interactive scenarios are delivered via email.

**Online lessons:** Cover a variety of topics critical for business development success.

**Webinars:** Cover specific business development topics and strategies relevant to your team.

**Classroom workshops:** Focus on advanced skills and situations.

**Business development 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 62 countries increase their sales significantly with our sales training, coaching, and consulting services.

## Locations

AMER • EMEA • APAC

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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 firm's solutions
- + Developing a winning value proposition positioning statement
- + The 3 keys to effectively communicate your firm'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
- + Business development 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
- + How to use 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
- + How to craft 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 Opportunity Planning Tool to prepare for sales conversation success

### Understanding Your Buyers: Buyer Personas

- + The 8 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 Gaining Commitment

- + The 4 types of buyer objections
- + The 5-step process for responding to objections
- + How to handle the 6 flavors of money and fee objections
- + Understanding the 3 buyer lenses and the 3 buyer decision roles
- + Gaining commitment for the sale

### Filling Your Pipeline

- + Creating new conversations with both new and existing accounts
- + Networking to create new relationships
- + Building relationships and becoming essential to client success