

RAIN Sales Coaching

Develop the Skills Needed to Effectively Coach Sales Teams



Program Overview

More than ever, sales teams struggle with unqualified leads, missed sales goals, and lost opportunities. Coaching is an effective way to tackle these issues—but sales leaders and managers are at a loss for how to implement a productive coaching system.

In the RAIN Sales Coaching program, sales leaders will learn how to help sellers and professionals achieve to their greatest potential and get the most out of each sales opportunity.

This program introduces participants to the 5 roles and 5 rules of sales coaching—the foundational guidelines for developing the skills needed for top-notch coaching.

Learning Objectives

In RAIN Sales Coaching, sales leaders and managers will learn how to:

- + Follow a structured process for helping sales teams achieve greater success
- + Conduct 4 common coaching conversations
- + Excel with the 5 roles and 5 rules of sales coaching
- + Use the PATHS to ActionSM framework to gain commitment in each coaching conversation
- + Define goals and develop the action plans needed to achieve them
- + Maximize energy and motivation for achievement of goals
- + Give advice for succeeding in sales scenarios relevant to your company

Program Approach

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

Sales Manager Assessment: We evaluate individuals to identify attributes that can help or hinder sales coaching success. The training is customized to focus on the topics that will have biggest impact on your team's performance.

Customization: The curriculum is tailored based on your objectives to make the training relevant and effective.

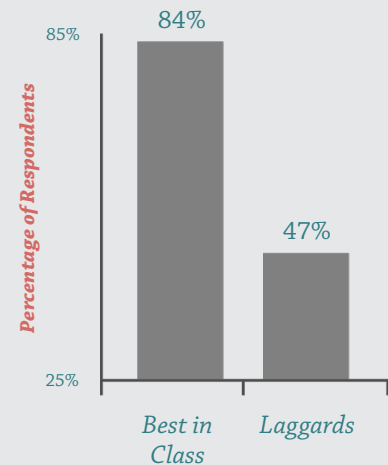
Tools and Frameworks: Participants who follow the 5 roles and 5 rules of sales coaching are introduced to easy-to-use tools and job aids so concepts transfer to on-the-job performance.

Action Learning: Role-play exercises allow your team to practice new skills based on scenarios relevant to your company.

Comprehensive Learning System: Sales leaders are immersed in education, both in live training and through the online formats of virtual instructor-led training, eLearning, and RAIN MailSM mobile reinforcement.

The Sales Coaching Difference

The most successful sales teams have a **structured process for leaders to communicate and give feedback to sellers.**



Source: Aberdeen Group, Nov. 2012

RAIN Sales Coaching Tools

Goal and Action Planner: A core tool to plan seller goals and actions, as well as hold them accountable for results.

Sales Opportunity Planner: A guide and system for planning individual sales opportunity success.

Questions for Coaches: A list of questions coaches use as they prepare for coaching sessions.

Getting Started with Coachees: A planning tool to help sales managers hold sellers accountable.

RAIN Coaching on a Page: A quick reference guide to the key concepts of RAIN Sales Coaching.

Work Styles and Ambitions: An assessment tool that provides insight into what drives and motivates individual coachees.

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Top 10 Benefits of RAIN Sales Coaching

1. Maximize sellers' chances of winning each sales opportunity
2. Motivate the sales team to achieve peak performance
3. Boost selling skills across the entire team
4. Define specific and achievable goals for each member of the sales team
5. Adopt a standard process and system for sales managers to communicate with, and provide feedback to, salespeople
6. Create individual seller action plans
7. Understand what drives and motivates members of the team
8. Gain coachee commitment for sales success
9. Help sellers develop the habits of top performers
10. Lead productive coaching conversations that inspire action

Delivery Options

- + Tailored on-site, instructor-led programs
- + Train-the-Trainer, Licensing
- + Blended learning: Online and on-site, instructor-led curriculum

Technology Integration

- + eLearning is SCORM compliant and can be hosted on your internal LMS or by RAIN Group.
- + All tools and guides can be integrated into leading CRM systems.

Common Customizations

- + **Opportunity Coaching Exercise:** Sales leaders and managers engage in customized role-play scenarios based on coaching situations they typically face (standard with program).
- + **Practicing Different Communication Styles:** Participants role-play coaching conversations and learn about the common communication styles they are likely to encounter.
- + **Customized Tools:** All core program tools, including the Opportunity Planning Tool and the Goal and Action Planner, are tailored to be relevant to your organization.
- + **Reinforcement:** Custom-built eLearning lessons and RAIN MailSM scenario email reinforcement.
- + **RAIN Sales Coach Certification:** After completing the program, coaches have the option to continue on to become a RAIN Sales Coach by going through a rigorous certification process.

RAIN Sales Coaching 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 coaching success.

Virtual instructor-led sessions: Accessible wherever your sales leaders are, these sessions address coaching topics and strategies relevant to your team.

Classroom workshops: Live interactive training that focuses on advanced skills and situations.

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.

Global Locations

Boston
Geneva
Johannesburg
London
Mumbai
Sydney
Toronto

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Topics Covered

The RAIN Sales Coaching Program is built around the 5 roles and 5 rules of sales coaching. While program content and agendas are tailored based on the skills that will make a difference for your team, topics typically include:

Succeeding as a Sales Coach

- + Succeeding with the 5 roles of a great sales coach
- + Learning the 5 rules top coaches must follow to get the most from their sellers
- + Creating a comprehensive plan and defining a rhythm for coaching a sales team

Creating Goals and Action Plans

- + Prioritizing and maximizing time spent on high-return activities
- + Analyzing the 7 most important metrics for setting seller goals and action plans
- + Ensuring sellers develop themselves professionally and take responsibility for their success

Coaching and Developing High-performing Sellers

- + Implementing the 30-day Rainmaker Challenge—a process to help leaders truly unleash sellers' potential
- + Gaining full adoption of company selling processes and methods
- + Creating common selling approaches across the entire team

Motivating the Sales Team

- + Motivating your sales team to perform at the top of their game, day-in and day-out
- + Implementing a morning ritual that gets all sellers on track for daily success
- + Understanding the 7 ambitions that drive seller success

Leading Great Sales and Coaching Meetings

- + Listening effectively and learning to connect with sellers who have different communication styles
- + Leading planning and problem-resolution discussions using PATHS to ActionSM
- + Using 48 discussion ideas and topics to lead highly productive meetings

Maximizing Sales Wins with Opportunity Coaching

- + Helping sellers maximize their odds at winning the most important sales opportunities
- + Using a systematic and rigorous opportunity-review process