

RAIN Sales Coaching



Driving Peak Selling Performance // 2-Day Live Training & Blended Learning

Program Overview

More than ever, sales teams struggle with managing their time and day, 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 learn how to help sellers and professionals achieve their greatest potential and get the most out of each sales opportunity.

This program introduces participants to the 5 roles of sales coaching, the rhythm of sales coaching, and the conversations coaches need to lead to unleash the potential of their teams.

Learning Objectives

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

- Craft and implement a structured rhythm for helping sales teams achieve great success
- Lead masterful sales coaching conversations
- Excel with the 5 roles of sales coaching
- Use the PATHS to ActionSM framework to lead masterful coaching conversations and gain commitment in each coaching conversation
- Coach sellers in Extreme Productivity and hold them accountable to action plans
- Dramatically increase their win rates on their most important sales opportunities

Program Approach

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

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

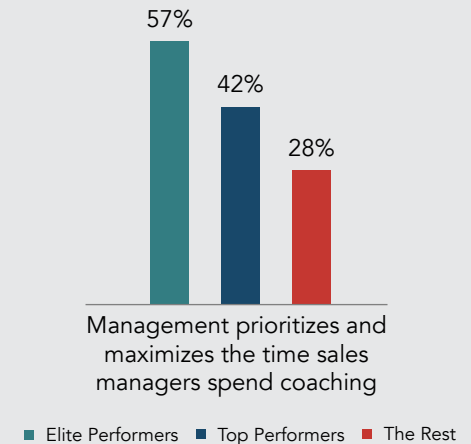
Action Learning: Role-play exercises and real coaching conversations allow your team to practice new skills based on scenarios relevant to your company, including real coaching conversations to address challenges, and live practice and planning to win major sales opportunities.

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

Coach the Coach: We discuss program topics, including driving Extreme Productivity of sales teams, winning major sales opportunities, and leading masterful sales coaching conversations through our own post-program coaching process.

The Sales Coaching Difference

A major differentiator between the organizations that achieve the best results is that management prioritizes and maximizes the time managers spend on sales coaching.



RAIN Sales Coaching Tools

Extreme Productivity 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.

10 Crucial Coaching Questions: A list of questions coaches use as they prepare for coaching sessions.

Extreme Productivity AssessmentSM: A tool to help coaches first, then help their sellers, achieve Extreme Productivity.

RAIN Coaching Quick Reference Guide: A guide to the key concepts of RAIN Sales Coaching.

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Top 10 Benefits of RAIN Sales Coaching

1. Maximize sellers' win rate overall and especially for their major opportunities
2. Motivate the sales team to achieve Extreme Productivity
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 rhythm and system for sales managers to communicate with, and provide feedback to, sellers
6. Create and maximize accountability for 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-performing sellers
10. Lead masterful 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

- **Win Labs:** We will join sales coaches in running their first Win Labs with their teams, helping drive sales wins and skills for coaches and teams to win major sales opportunities.
- **Extreme Productivity Coaching:** We will coach coaches to become extremely productive while, at the same time, reinforcing how to do the same with their selling teams.
- **RAIN Sales Coach Certification:** Coaches have the option to continue on to become a RAIN Sales Coach by going through a rigorous certification process.
- **Reinforcement:** We will customize eLearning lessons and RAIN MailSM scenario email reinforcement to help the learning stick.

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 sellers are, these sessions address coaching topics and strategies relevant to your team.

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

Coach the coach: We'll work with your coaches to help them get the most out of your sellers.

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 73 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

Topics Covered

The RAIN Sales Coaching 2-day instructor-led program is built around the rhythm of sales coaching, the 5 roles of sales coaching, and leading masterful sales coaching conversations. Core program topics include:

Succeeding as a Sales Coach

- Learning the 5 roles of top-performing sales coaches
- Creating a comprehensive plan and defining a rhythm for coaching a sales team
- Developing your own plan to drive sales coaching success with your team

Driving Accountability

- Prioritizing and maximizing time spent on your team's greatest impact activities
- Tying seller monthly, weekly, and daily action plans to achieving goals
- Creating accountability checks that drive seller action on their greatest impact activities

Coaching and Developing Extremely Productive Sellers

- Implementing the 90-Day Extreme Productivity Challenge—a process to help leaders truly unleash sellers' potential
- Gaining full adoption of company selling processes and methods
- Teaching sellers how to manage their plate so you never hear "I don't have time" for important activities
- Ensuring sellers develop themselves professionally and take responsibility for their success

Motivating the Sales Team

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

Leading Masterful Coaching Conversations

- Listening effectively and learning to connect with sellers who have different communication styles
- Leading planning and problem-resolution discussions using PATHS to ActionSM
- Using the 10 Crucial Sales Coaching Questions to drive masterful coaching conversations

Maximizing Sales Wins with Opportunity Coaching

- Helping sellers maximize their odds at winning the most important sales opportunities
- Learning the process to review opportunities and coach sellers to close more deals
- Implementing Win LabbingSM, a systematic and rigorous process to drive and win major sales opportunities