

## Program Overview

Negotiations are all around us. From negotiating an important sales opportunity to negotiating with your kids at bedtime, we're constantly working to reach agreement with others.

In the RAIN Sales Negotiation program—featuring the 6 Essential Rules of Sales Negotiation—participants will learn how to negotiate the best solutions, win sales, and enhance the strength of their relationships along the way.

We've helped thousands of salespeople negotiate the best deals, shorten sales cycles, and improve close rates.

## Learning Objectives

In the RAIN Sales Negotiation program, your team will learn how to:

- + Master the 6 Essential Rules of Sales Negotiation
- + Understand negotiation strategy
- + Plan to win when negotiating
- + Learn to trade and not cave
- + Identify and respond to buyer negotiating tactics

## Program Approach

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

**Assessment:** We evaluate individuals to identify attributes that can help or hinder negotiation 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.

**RAIN Sales Negotiation Simulation:** Your team will play our interactive, computer-based simulation where they will apply the strategies and tactics they've learned and compete to win a difficult sales negotiation.

**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.

## Putting Negotiation Skills to the Test

A cornerstone of this program is the RAIN Sales Negotiation Simulation, where your team will play our computer-based game, competing to succeed in a difficult negotiation.



## RAIN Sales Negotiation Tools

**RAIN Sales Negotiation Guide:** A Quick Reference Guide containing the key concepts of RAIN Sales Negotiation.

**RAIN Sales Negotiation Planner:** A tool to guide sellers through a proven process for preparing for negotiations.

**Buyer Persona Reference Sheet:** Tips for identifying and selling to the 6 Buyer Personas.

**Negotiation SPEED<sup>SM</sup> Cards:** Easy-to-use flashcards to help sellers learn essential knowledge fluently.

**Work Styles and Ambitions Assessment:** Helps sellers understand how different buyers buy and how to negotiate with them.

## Top 10 Benefits of RAIN Sales Negotiation

1. Focus the discussion on value over price
2. Expand the pie and create more value on *both* sides
3. Handle the variety of price objections
4. Lead negotiations that get the best outcomes *and* enhance the strength of relationships
5. Deal with common buyer tactics
6. Find creative solutions to impasses and sticky problems
7. Build confidence and skill in negotiation
8. Maximize your power and influence in negotiations
9. Avoid common and predictable negotiation mistakes
10. Increase margins by maintaining prices and avoiding unnecessary concessions

## 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.
- + The complete RAIN system for opportunity and account management can be customized and integrated into leading CRM systems.

## Common Customizations

- + **Negotiation Case Study:** Sellers engage in customized role-play scenarios based on negotiation situations they typically face.
- + **Objections Guide:** Helps sellers respond to common objections that buyers bring up in negotiations.
- + **Customized Tools:** All core program tools, including the Negotiation Guide and the Sales Negotiation Planner, are tailored to be relevant to your organization.
- + **Negotiation Simulation Game:** Custom-built online simulation allows sellers to practice new skills based on real negotiation scenarios they face.
- + **Reinforcement:** Custom-built eLearning lessons and RAIN Mail<sup>SM</sup> scenario email reinforcement.

## RAIN Sales Negotiation Reinforcement

**RAIN Mail<sup>SM</sup>:** RAIN Sales Negotiation content reminders, tips, and interactive scenarios are delivered via email and mobile app.

**eLearning:** Online learning programs cover a variety of topics critical for negotiation success.

**Virtual instructor-led sessions:** Accessible wherever your sellers are, these sessions address negotiation topics and strategies relevant to your team.

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

**SPEED<sup>SM</sup> Cards:** Proprietary tool to maximize retention of most important program concepts.

**Negotiation coaching:** Provides preparation and support for specific negotiations.

## 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

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:

### Negotiation Method

- + How to prepare for a negotiation, even if you only have an hour
- + The two principal approaches to negotiation and when to use them
- + Understanding and developing negotiation objectives
- + How to uncover a buyer's requirements
- + How to build value for the buyer by expanding possibilities
- + How to uncover and plan for alternatives to agreement, both for the seller and the buyer

### Skills for Negotiation Success

- + Negotiation styles—how to recognize your own and identify and work with the buyer's style
- + The 16 common (and potentially manipulative) buyer tactics and how to counter them
- + How to lead the negotiation and set the agenda
- + Learning to trade and not cave
- + Planning and implementing creative strategies to come to agreement
- + Knowing when to walk away from a negotiation
- + How to understand and deal with power and leverage in a negotiation

### Negotiation Tips for Different Personas

- + The 6 buyer personas and how to identify each
- + How to approach and negotiate with each buyer persona
- + What *not* to do with different personas that can derail the negotiation

### Managing Emotions in Negotiation

- + How to connect with the buyer and engage them in the negotiation
- + Controlling your own emotions and managing the buyer's

### Negotiation Dos and Don'ts

- + How to handle tough negotiators
- + How to overcome impasses
- + Overcoming common negotiation mistakes