

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
- Maximize motivation, energy, and execution for negotiating the best deals

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.

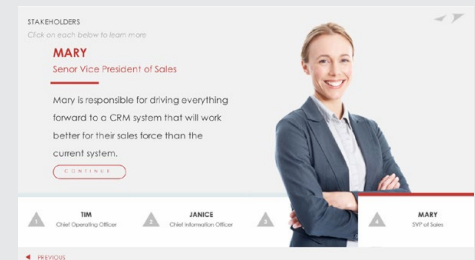
RAIN Sales Negotiation Simulation: Your team will play our interactive, computer-based simulation where they will apply the strategies and tactics they've learned and compete to win a difficult sales negotiation.

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 MailSM 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.

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 SPEEDSM 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. Drive the change across your team to ensure the best negotiations happen
6. Find creative solutions to impasses and sticky problems
7. Build confidence and skill in negotiation and deal with common buyer tactics
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
- 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

- 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 MailSM scenario email reinforcement.

RAIN Sales Negotiation Reinforcement

RAIN MailSM: 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.

SPEEDSM cards: Proprietary tool to maximize retention of most important program concepts.

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

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

Executing RAIN Sales Negotiation

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