



**RAIN Group**  
CENTER FOR SALES RESEARCH

The background features a collage of business-related images: a laptop keyboard, a pair of glasses, a bar chart with values ranging from \$1,000,000 to \$3,500,000, a microscope, a hand holding a pen, a magnifying glass over a data table, and various line and bar graphs. The entire scene is overlaid with a semi-transparent blue and green geometric pattern.

**You're Invited**

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**Research Panelist**

## RAIN GROUP CENTER FOR SALES RESEARCH // OVERVIEW

The RAIN Group Center for Sales Research (CSR) provides leaders with critical insights to support strategic decision-making and sales performance improvement.

Since 2005, analysts at the RAIN Group Center for Sales Research have been researching selling and buying, publishing benchmark reports, white papers, research briefs, and best-selling books, including *The Top-Performing Sales Organization*, *What Sales Winners Do Differently*, *Top Performance in Strategic Account Management*, *Top Performance in Sales Prospecting*, *Extreme Productivity*, and more.

Reports, insights, and access to analysts from the RAIN Group Center for Sales Research are exclusively available to RAIN Group clients and Research Panelists.

### Panelist Benefits

RAIN Group Center for Sales Research Panelists receive exclusive benefits, including:

- Exclusive access to all benchmark reports, topical reports, and research briefs
- Analyst calls to discuss research findings
- Early access to data and insights before reports are released
- Ability to provide input to guide research *before* studies are launched

### Privacy and Confidentiality

We typically ask panelists to identify themselves when they take surveys so we can track responses, and allow us the option of periodic follow up. We do not, however, share names, responses, or contact information outside of RAIN Group.

We only report data in aggregate. We will not identify you or your organization as a respondent or Panelist. All data, responses, and identities are strictly private and confidential.

### Panelist Requirements

To qualify and remain a Research Panelist, we ask that you give your best effort to respond to research surveys, which will be released every few months. Note that you personally don't have to respond, but someone in your organization qualified to answer the questions should respond.

## DON'T JUST MEET YOUR SALES GOALS—EXCEED THEM // RESEARCH TOPICS

RAIN Group Center for Sales Research reports help you discover what separates the best sellers and sales organizations from the rest and how buying is changing.

Equipped with this knowledge, you can join the ranks of Top Performers—beating sales targets, growing accounts, and finding yourself in the winner's circle more often.

Research topics include:

### The Top-Performing Sales Organization

Top-Performing companies win 62% of their sales opportunities. The Rest? Only 40%. To find out what Top Performers do to achieve high win rates, we studied 472 sales executives and sellers representing companies with sales forces ranging from 10 sellers to 5,000+, and scored them across 8 major categories of the Sales Performance Wheel<sup>SM</sup>. This research looks at what Top Performers do differently than The Rest and includes critical insights you need to join their ranks.

## What Sales Winners Do Differently

With companies reporting ever-increasing challenges regarding product and service commoditization, proliferation of competition, and more informed and sophisticated buyers, sales approaches that have been working for decades are no longer getting the same results. To find out what's working now, we studied more than 700 business-to-business purchases made by buyers representing a total of \$3.1 billion in annual purchasing power. We found that the sellers who win the sale don't just sell differently, they sell radically differently, than second-place finishers. This research uncovers exactly what winners are doing right from the buyer perspective.

## Top Performance in Strategic Account Management

Most companies know they could be generating more revenue, profit and loyalty from their existing accounts. We collected and analyzed data from 397 participants at companies that engage in formal strategic account management and looked at what they're doing to excel growth within and protect their most important accounts. We've gleaned thought-provoking—and often counter-intuitive—insights into what separates Top Performers in Strategic Account Management from The Rest.

## Top Performance in Sales Prospecting

No area in selling is more rife with conflict, advice, and data than prospecting. We studied 488 buyers representing \$4.2 billion in purchases across 25 industries and 489 sellers who outbound prospect to learn what works and what doesn't in sales prospecting. We uncover how sellers break through and connect with buyers, what works to generate meetings, what influences overall purchase decisions, and where buyer and seller views on prospecting overlap.

## Extreme Productivity

Sellers today are more distracted than ever. It's effecting their focus and productivity, and your sales results. We studied 2,377 assessment responses to uncover the behaviors of The Extremely Productive. We also found correlations between productivity and top performance, job satisfaction, and happiness.

## BECOME A RESEARCH PANELIST TODAY

Accept our invitation to become a RAIN Group Center for Research Panelist if you want:

- Exclusive access to up-to-date sales research
- Time with research analysts
- Input on future research projects

To join, please respond to the RAIN Group team member who personally invited you, or apply at [raingroup.com/csrfpanelist](http://raingroup.com/csrfpanelist).