

Mastering the Sales Opportunity

How to Maximize Value, Differentiate, and Win the Complex Sale



Program Overview

"Tactics without strategy is the noise before defeat."

- Sun Tzu

This is as true today as it was thousands of years ago. Those sellers who can build and execute a strategy to win sales opportunities of all sizes—from the everyday to the most important—consistently win more sales.

In Mastering the Sales Opportunity, sellers learn the process and science behind "Win Labbing" their sales opportunities. Sellers leave the program with a comprehensive, systematic, and repeatable process proven to create sales strategies that win.

Learning Objectives

In Mastering the Sales Opportunity, your team will learn how to:

- + Lead the Win Lab process and build strategies to win the most important sales opportunities consistently
- + Understand and adapt to the buying process at any organization
- + Succeed with multiple decision makers and satisfy their decision criteria
- + Create urgency to move forward, and to move forward with you
- + Identify the best opportunities, and use the necessary resources to win them
- + Create action plans to capture opportunities of various priority levels
- + Differentiate your organization and offerings
- + Focus on winning based on value, not price
- + Maximize the value you can provide the buyer

In leveraging the Win Lab process, your team will learn how to move opportunities through the pipeline systematically, and ultimately win more sales.

Program Approach

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

Customization: We build scenarios and tools, 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.

Action Learning: We analyze real opportunities from your pipeline and use the Win Lab process to increase win rates. We also customize needs discovery role-plays, which allow your team to practice new skills based on real-life scenarios relevant to your company.

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.

Sales Opportunity Simulation and Gaming: Participants play brief simulations that keep them engaged, enhance the learning, and reinforce the recommended selling process.

Winners Sell Radically Differently than Second-Place Finishers

In our groundbreaking *What Sales Winners Do Differently* research, we studied what separates sales winners from second-place finishers. According to buyers, among the top differences were:

- + *Educated me with new ideas or perspectives*
- + *Collaborated with me*
- + *Persuaded me we would achieve results*
- + *Listened to me*
- + *Understood my needs*
- + *Crafted a compelling solution*
- + *Connected with me personally*
- + *Overall value was superior*

Many sellers leave these to chance. With Mastering the Sales Opportunity, yours won't. They'll plan to win.

Mastering the Sales Opportunity Tools

Sales Opportunity PlannerSM: An easy-to-use tool to create a rigorous opportunity plan to win sales of all sizes.

Mastering the Sales Opportunity Quick Reference Guide: Contains an overview of the key program concepts.

Buying and Selling Process Mapping Tool: A framework to match the buying process with the best-suited selling process.

Pursuit Intensity Tool: Analyze factors that affect how aggressively you pursue your opportunities.

Work Styles and Ambitions: Assessment tool that provides insights into what drives individual sellers and buyers, including shedding light on how particular buyers prefer to make buying decisions.

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Top 10 Benefits of Mastering the Sales Opportunity

1. Increase revenue, increase competitive win ratios, and lose fewer sales to no decision
2. Implement a systematic, proven approach to pursuing and winning opportunities
3. Help sellers think like, and understand, your buyers
4. Drive buyers to act with urgency, and to buy from you
5. Maximize success of team selling
6. Win sales at higher margins by focusing on maximizing value
7. Succeed with multiple decision makers and a variety of buying processes
8. Prepare thoroughly for all sales meetings
9. Handle objections by anticipating and preparing for them in advance
10. Focus sellers on pursuing and winning the highest-value opportunities

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

Along with our world-class approach to sales opportunity management, major differentiators of RAIN Group are our flexibility and customization. For sales opportunity management, we often work with our clients in the following ways:

- + Sales process development and improvement
- + Sales messaging
- + Customized Sales Opportunity PlannerSM
- + Needs Discovery Checklist
- + Solution Crafting Checklist
- + Custom Objections Management Grid
- + Impact modeling
- + Win Lab Checklist with common “Plays” and “Big Plays”
- + Custom in-class and online simulations
- + Complete reinforcement customization

Mastering the Sales Opportunity 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 sales success.

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

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

Opportunity coaching: Strategy, preparation, and support from RAIN Group leaders help to win the highest priority sales.

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

This program introduces your team to RAIN Group's Sales Opportunity PlannerSM, and teaches them the proven process of "Win Labbing" your sales opportunities. While program content, agendas, and the planner itself can be customized for your company, topics typically include:

Building an Opportunity Plan

- + How to use the Sales Opportunity PlannerSM to maximize wins—from everyday sales to big deals
- + The 4 Whys of winning opportunities
- + Developing a comprehensive action plan with "Plays" and "Big Plays" to maximize win probability
- + Honing opportunity strategies and plans for maximum effectiveness
- + Preparing questions appropriate for each stage of the sale
- + Anticipating and preparing recovery strategies for objections and challenges

Understanding the Buying Landscape

- + Process
 - Understanding how the buying and selling processes work
 - Discovering the buying process of any organization
 - Adapting your selling process to facilitate the sale
- + People
 - The 5 buying roles that are played in every sale
 - The 6 buyer personas and how to succeed with each
 - Uncovering each stakeholder's buying criteria
 - How to measure and increase your relationship strength
 - Selling to multiple buyers

Mastering the Value Case

- + Crafting the most compelling sales messaging unique to each buyer and their decision criteria
- + 2 core strategies to resonate with buyers and maximize their desire to buy
- + How to leverage the power of the New Reality and communicate your value message
- + Creating a powerful Opportunity Mission Statement and rallying cry
- + How to use value stacking and other strategies to keep the focus on value, not price

Developing an Action Plan for the Win

- + How to lead the Win Lab process
- + Selecting the proper "pursuit intensity" for opportunities of different sizes and attractiveness
- + The 2 types of demand dynamics, and how to select the right win strategy for each
- + Identifying areas of leverage you have to increase your win probability
- + Minimizing perceived weaknesses
- + How to win against aggressive competition