

RAIN Sales Prospecting

Create Conversations with Ideas and Insights



Program Overview

Nothing has changed more in sales in the last decade than prospecting. It's more difficult than ever to get through and get meetings. Based on groundbreaking work from the RAIN Group Center for Sales Research, we know what works and what doesn't to break through, secure meetings, and win sales. If you want to be a Top Performer in Sales Prospecting, this is the program for you.

Learning Objectives

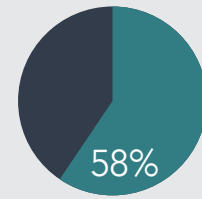
In RAIN Sales Prospecting training, participants will learn how to:

- Develop a compelling value proposition to get decision makers to accept a meeting
- Deliver the value proposition over the phone, email, social media, and other methods to get appointments
- Work with gatekeepers to drive prospecting success
- Leverage the power of LinkedIn to develop relationships
- Establish credibility, rapport, and trust early in the sales process
- Maximize motivation, energy, and execution for prospecting

Specifically, participants will learn the WAVE approach to prospecting: **W**inners Mindset, **A**traction Campaign, **V**alue, and **E**xecution.

Program Approach

Typical Approach	RAIN Group's Approach
Prospecting via one primary vehicle (e.g., phone, email, LinkedIn).	Use of telephone, email, social media, and other tactics as multi-touch tools in the prospecting process.
Blanket approach. No customization.	Thoughtful, customized Attraction Campaign to gain access to a targeted list of decision makers.
Numbers game. Smile and dial.	Focus on effectiveness versus boiler plate.
Try to sell the product or service when prospecting.	Intrigue buyers with value <i>in the meeting itself</i> . Educate with new ideas and perspectives.
Sneaky, unseemly tricks.	Work hard and use all resources, but no deceitful tricks.
Distracted sellers doing piecemeal prospecting.	Prospecting productivity system that drives focus, attention, and results.



of sales meetings are not valuable to buyers.

RAIN Prospecting Components

At RAIN Group, we don't see training as an event, but as an ongoing process to improve sales skills, knowledge, and results. Core components of our prospecting program include:

Live Prospecting: Throughout the program, participants apply what they learn in real time to reach out to prospective buyers and generate meetings.

Program Tailoring: We tailor all cases, examples, and exercises in the program to your specific prospecting situation.

Prospecting Messaging: RAIN Group's approach focuses on intriguing buyers with ideas and insights. We work with you to develop the key messages most likely to resonate with your targets.

Attraction Campaigns: Modern prospecting is a process, not a series of random actions. We work with you to develop and write multi-touch, multi-modal Attraction Campaigns for phone, mail, email, and social media to set appointments at a high rate.

Extreme Prospecting Productivity: We apply our Extreme Productivity approach to prospecting, helping your sellers stay focused and obsessed on generating prospecting results.

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Top 10 Benefits of RAIN Sales Prospecting

1. Break through to difficult-to-reach executives
2. Inspire buyers to consider buying from you in the short-term
3. Create new relationships that will yield business in the long-term
4. Overcome prospecting reluctance
5. Drive the change across your team to ensure pipeline growth happens
6. Develop sales messages that resonate and gain real practice in prospecting
7. Create Attraction Campaigns to penetrate key targets
8. Set appointments at the training program itself
9. Position yourself as a valuable resource to buyers
10. Maximize prospecting time and action

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

- Online lessons are SCORM compliant and can be hosted on your internal LMS or by RAIN Group.
- The complete RAIN system can be customized and integrated into leading CRM systems.

RAIN Prospecting Reinforcement

Email: Prospecting content reminders, tips, and interactive scenarios are delivered via email or app.

Online Lessons: Cover a variety of topics critical for sales prospecting and appointment setting.

Virtual Instructor-Led Training: Cover specific prospecting topics and strategies relevant to your team.

Classroom Workshops: Focus on advanced skills and situations.

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, our core workshop covers the following topics:

Prospecting Strategy

- Focusing on the right targets and buyers
- Developing strategies to deliver value in the meeting
- Creating Attraction Campaigns and messaging strategies to get to important buyers
- Learning the ins and outs of telephone, email, mail, and social media prospecting
- Becoming a LinkedIn person of interest

Prospecting Essentials

- Getting introductions to buyers
- Leveraging trigger events to resonate strongly
- Researching prospects to impress as you connect
- Avoiding distractions and staying obsessively focused on prospecting
- Managing your time and day to get the most out of your prospecting efforts

Prospecting Execution

- Working with gatekeepers to generate appointments
- Customizing messages across communications for each buyer
- Delivering voicemails that work
- Developing a Winner's Mindset to drive prospecting success
- Engaging disengaged buyers using the 'reverse direction' technique
- Opening calls, intriguing buyers, getting the appointment

Overcoming Prospecting Challenges

- Pushing back on put-offs
- Getting to the engagement point
- Finding time to prospect in the face of distractions
- Leveraging meeting no-shows to your advantage
- Overcoming nerves, call reluctance, and inaction

Executing RAIN Sales Prospecting

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