



CLIENT SUCCESS STORY

cStor

Data Management Firm Wins Significantly More Sales, Improves Profit Margin, and Increases Productivity with RAIN Group

Founded in 2002, cStor helps companies strategize, create, and implement data center solutions that address business needs.

cStor's sales professionals were using an inconsistent sales approach, which focused on features instead of the customer's desired outcomes.

Solutions

cStor engaged RAIN Group and embarked on a multi-year improvement journey to provide its sales professionals with a common sales methodology.

RAIN Group:

- Evaluated sales professionals using the [Rainmaker Assessment Instrument](#) to gauge collective strengths and weaknesses of the team, and to identify areas of improvement
- Delivered a custom [RAIN Selling workshop](#) to improve business development skills and teach professionals how to apply these skills in sales conversations
- Provided [coaching](#) to sales leaders to maximize management potential
- Supplied [learning reinforcement](#) through online sales training programs, customized webinars, and scenario emails (RAIN Mail)
- Lent recruitment assistance through the creation of custom advertisements, development of job profiles, and [assessments for all sales candidates](#)

Results

Through RAIN Group's training and ongoing coaching and reinforcement, cStor experienced wins in several areas.

- **Number of deals closed year-over year improved by 15.2%**
- **Gross profit margin on sales won improved by 12.2%** as sellers focused more on rational and emotional business outcomes as opposed to features and benefits
- **Reduced average days to close by 10.4%**, which has enabled sales professionals to move on to other deals
- **Reduced average days to getting a "no" by 11.8%**, another productivity win that has allowed the team to focus on finding new opportunities instead of wasting time on lost cases

"We embarked on the sales transformation journey three years ago with RAIN Group and they guided us every step of the way. They fundamentally changed behaviors and the way we sell."

Larry Gentry, President & CEO